



Media Release

Friday 12 October 2018

TASSAL'S MOVE TO BBL PRINCIPAL PARTNER SET TO SUPER CHARGE TASMANIA'S TEAM

Tassal has become the Principal Partner of the Hobart Hurricanes which will not only deliver a suite of benefits to the BBL team but to the Tasmanian community as well – including a Christmas Eve Big Bash spectacular at the first game of the BBL season.

Under the new deal announced today, the company has extended its agreement for a further three seasons until the end of BBL|10 in early 2021.

This partnership announcement comes during an important period for the Hurricanes with tickets for the BBL|08 season now on sale.

The season features five games in Hobart and two in Launceston as part of a full home and away season – headlined by a blockbuster Christmas Eve date with the Melbourne Stars.

Tassal Head of Engagement Barbara McGregor said Tassal had sought to deliver a multi-benefits outcome for communities in Tasmania through the partnership.

"In addition to specifically supporting the cricket, the Christmas Eve Family Carols is set to feature, amongst others, cast members of the highly successful Tasmanian *We Will Rock You* stage show," she said.

"This is in addition to the programs the partnership facilitated last year, which included a Hurricanes' Breakfast Club program in schools, with the BBL role models engaging with students in regional Tasmanian schools on health and nutrition.

"Internal culture is also very important to us and we are really pleased to have an excellent partnership with the Hurricanes' high performance management team which assisted with corporate coaching in leadership, resilience and coaching skills."

"We're excited Tassal has stepped up to be our BBL Hurricanes Principal Partner as it has been a fantastic ally of both the Hurricanes and the local community since joining our journey last year," said Hobart Hurricanes General Manager Phil Rigby.

"Our new BBL Principal Partnership with Tassal is the largest and most important in the Hurricanes history.

"On behalf of all players and staff at the Hurricanes, I would like to thank Tassal for its ongoing support which allows us to provide Hurricanes Foundation Breakfast Clubs at schools throughout the State and really deliver value to our member and fan experiences on Big Bash match-days."



As the 'Protein of Choice' for the Hurricanes, Cricket Tasmania's dietician is working with Tassal's chefs to create healthier, easier-to-prepare salmon-based meals for its players.

The company will also continue its sponsorship of the Tassal Indigenous XI which competes with other BBL clubs' Indigenous squads and will retain Tassal branding on Hurricanes Academy Squad shirts.

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