

# Jamaica Rugby League Association

## Press Release

### Jamaica Rugby League Association Gets Red Hot Sponsorship From Virgin Atlantic

The Board of the JRLA are pleased to announce major sponsorship by the airline Virgin Atlantic Airways.

Virgin Atlantic's sponsorship will make it possible for Jamaica to intergrate the best players in Jamaica with their overseas counterparts. Head Coach Dean Thomas says "Our performance in the world cup qualifiers is totally dependant on player integration, Virgin Atlantic's support is invaluable"

Rugby League in Jamaica has enabled the growth of the sport in many communities by providing irrigation wells and has been working tirelessly to engage both players and fans in this non-stop action sport.

Jamaican Rugby League Development Officer Romeo Monteith says, "Virgin's partnership with Rugby League Jamaica marks yet another turning point in the history of the sport in Jamaica, its one more positive step that takes us closer to the 2013 World Cup and ensures the further development of our sport in Jamaica".

Jamaica has been invited to this year's Leeds Carnegie 9's to be held at Headingley and will field a team in this with former Gateshead boss Dean Thomas as coach. Dean commented "Jamaica and the West Indies are renowned for having some of the best athletes on the planet". "My hope is that Jamaica's invitation is a spring board for a West Indies 9's Tournament team very soon".

Jamaica is the only nation in the Caribbean with a league, this is a pre-requisite to World Cup entry and Jamaica is determined to qualify for 2013 and sees 9's rugby league as a development tool for the Caribbean.

Virgin Atlantic's Sales & Marketing Manager for the Caribbean Rachel Pilgrim said 'Our Jamaica routes have been doing extremely well and we see this sponsorship as a means of connecting with Jamaicans through participating in something that is important to them. Jamaica's track record in sports is phenomenal and we are really pleased to be able to help take Rugby in Jamaica to the next level. Ms. Pilgrim also commented that on June 22<sup>nd</sup> this year, the airline will be celebrating 25 years of operation and that the upcoming Rugby events in Jamaica will be part of the airline's 25<sup>th</sup> Anniversary "Still Red Hot" celebrations in Jamaica.

The UK based West Indies players will meet at GRATTAN STADIUM, ODSAL at 12.30 on Sunday 21<sup>st</sup> June for an introduction to the organisation.



