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Subject nib announces NSW Wizard Blues sponsorship

The health of the NSW Wizard Blues has never been in better hands with nib health funds today throwing their support behind the Blues' quest to win back the Harvey Norman State of Origin Shield.

NSW Rugby League General Manager Geoff Carr today announced that nib would be the NSW Wizard Blues' new sleeve sponsors in a deal that compliments the successful partnership the team has had with Wizard Home Loans for the past decade.

"nib has a proud association with Rugby League and it is significant that they have expanded that relationship to include State of Origin," Mr Carr said today.

"The Wizard Blues are one of the most successful brands in Australian sport and nib's partnership with the team reflects that status.

"We welcome nib's support and look forward to another dramatic series that is already generating enormous discussion among players and fans."

NSW Wizard Blues captain Danny Buderus added: "I know how much it means to me and the players to be involved in Origin and I'm sure it is the same for our sponsors.

"State of Origin holds a special place in our game and it is great that companies such as nib have embraced that with their support."

Former Test, NSW and Knights hero Paul Harragon, who joined the Wizard Blues at today's announcement, has been an ambassador for nib since his playing days.

nib's Chief Marketing Officer Jayne Drinkwater said the health fund was delighted to be associated with this iconic sporting contest.

"The primary objective of all our sponsorships is to raise and drive awareness of the nib brand.

"As the sleeve sponsor of the Newcastle Knights since 2003, we understand the value that such a property can deliver in terms of brand equity.

"Our research has also shown that State of Origin is one of the hottest properties in sport among our target audience of those aged 20-39 years, particularly in NSW, Queensland and Victoria.

"As a result, the 2008 NSW Wizard Blues sponsorship equates to an ideal fit for nib.

"We look forward to working with the team to strengthen our association with the wider Rugby League community and build on our national expansion plans."

nib is one of Australia's fastest growing health funds, providing affordable health cover to more than 700,000 people nationwide.

Established in Newcastle over 50 years ago, nib has experienced significant national market growth since 2002

In November last year nib became the first Australian health fund to demutualise and list on the Australia Securities Exchange (ASX).

FOR FURTHER INFORMATION:

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