

Natural Gas To Power Port Adelaide



Natural gas is set to power the Port Adelaide Football Club into the 2011 AFL season under a new Premier Partnership secured this week.

Envestra Ltd – Australia’s largest natural gas distributor and South Australia’s fifth largest stock exchange listed company – will have its famous blue flame appearing on the players’ shorts this season.

Promoting natural gas as the clean and green fuel choice for households and businesses is the rationale behind the Adelaide-based company’s decision to commit to the club.

Power Chief Executive Mark Haysman said Envestra’s partnership was a major boost for the Club on the eve of the season.

“We’re delighted to have another Adelaide-based company coming on board for 2011,” Haysman said.

“It’s important to have their financial commitment to us, but it’s also great to know they’re employing local people and have a commitment to clean, green natural gas.”

Envestra’s Managing Director, Ian Little, highlighted the attractive marketing opportunity the Port Adelaide Football Club offered to Envestra.

“Communicating the message that natural gas offers the lowest cost solution to carbon abatement is our focus and Port Adelaide is an ideal avenue for relaying that message to the broader community,” Mr Little said.

“The partnership with the Power allows Envestra to utilise the LED advertising infrastructure at AAMI Stadium to get that message to our target audience, both in Adelaide, and with the help of Channel 7, 10 and Foxtel, to our important markets in Victoria and southern New South Wales.

Mr Little said Envestra believes in promoting competition and understands the importance for South Australia that two strong local teams continue to compete in the AFL.

“In this respect, we believe our partnership with the Port Adelaide Football Club will go some way to assuring its long-term success,” Mr Little said.

“Similarly, Envestra’s natural gas business is about long-term investments, often intended to last 50-100 years. The Company has a history, both in South Australia and Victoria, which goes back to the 1860s, just a few years before the Port Adelaide Football Club was established.

“We look forward to a long-term relationship with Port Adelaide and a successful marketing campaign focused on promoting clean and green natural gas.”

There will be a media opportunity with Power Chief Executive Mark Haysman and Envestra Managing Director Ian Little on Friday at 11am at Alberton Oval.

Media Release issued by the Port Adelaide Football Club and Envestra

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