

PR 3317

25 May 2010

For Immediate Release

3MG sponsor Vikings

3MG is celebrating the first ever shipment of goods through the gates of the Mersey Multimodal Gateway in Widnes, with the announcement that the development is sponsoring the Widnes Vikings Academy Rugby League side.

The 3MG development not only supports employment, but also new talent by offering training and supportive recruitment as well as supporting projects in the local community including grass-roots rugby.

Wednesday's delivery was made by means of an Eddie Stobart truck delivering to the new state-of-the-art 528,000 square-foot Tesco chilled distribution centre on the site.

The Vikings run their academy sides along the model set up for Super League. The U18s are the only non-Super League club competing in this competition. .

U16s compete in the RFL Trailblazer competition - predominantly against Super League opposition. They currently have five wins from five matches.

Widnes Vikings Chief Executive, Alex Bonney said: "To run a full academy set-up, without central funding, is a massive commitment for any professional Rugby League club - hence no other club makes this type of investment.

"The sponsorship is used for kits, contract wages, pitch hire, trainers, conditioners, bus hire, medical support, and DVD production - as well as establishing links to local schools and colleges."

Halton Borough Council Leader, Cllr Rob Polhill, said: "Widnes has a great history of producing top quality Rugby League players representing their hometown club, and 3MG's support allows this tradition to continue.

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"Rugby League is a family orientated sport and it was thought appropriate that the Academy sponsor should also feature as our Family Stand sponsor at the Stobart Stadium Halton.

- The Mersey Multimodal Gateway (3MG) is a brownfield site development undertaken by owners Stobart Group in partnership with Halton Borough Council.
- The project, which is about to move into phase two of the development (having just this month completed phase one), represents a major investment in the region, and will support the creation of up to 5,000 jobs when completed.

Pic: Widnes Vikings Chairman Steve O'Connor and Halton Borough Council Chief Executive David Parr, flank Danny Craven and Alex Bonney of Widnes Vikings (left to right).



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It really is all happening in Halton!

Located between Liverpool and Manchester, the borough of Halton is made up of two main towns, Runcorn and Widnes, straddling the River Mersey. Halton is a vibrant, modern borough with bustling town centres, business and employment opportunities, excellent transport and communication links.



With an environment that boasts quality parks, nature reserves and conservation areas, affordable and exclusive housing and learning opportunities for everyone, our borough is a great place to live.

Independent inspectors, the Audit Commission recently awarded us top marks for the services we provide. We have 10 Green Flag Award winning parks, achieved Beacon Status for Accessible Transport and have won numerous awards for innovation and excellence.

There are 51,350 households in our borough with a population of just over 118,000.

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