

## New Sponsorship Deal for Congleton Rugby Club



Congleton Rugby Club's proactive role in nurturing young new talent and building the game's profile in local schools has seen Flowcrete renew its main sponsorship deal.

The club – which next year celebrates its 150th anniversary – has a long-standing relationship with the Sandbach-based flooring manufacturer.

Part of the deal includes a new strip bearing the Flowcrete name for the first team – the flagship of the sponsorship arrangement– unveiled at the club at the weekend. (Sept 5).

President of Congleton Rugby Club, Mark Greaves, who is Managing Director of Flowcrete, said: "We have renewed sponsorship for the club because of the great work it is doing with young people.

"More than 200 under-16 year-old boys and girls are regularly playing rugby and tag rugby on Sundays, which is a great achievement.

"The club has also been instrumental in reintroducing rugby into local schools, a policy that is crucial to the future of the sport, not only in Congleton, but across the North West in general."

Flowcrete has been a main sponsor of Congleton Rugby Club for the last ten years.

Congleton can lay claim to being the world's fourth oldest club, with the RFU's own archivists showing that rugby was first played in the town in 1860.

They have played on the park pitches on the banks of the River Dane since reforming after the Second World War.

**ENDS**

#### Notes to Editors

Flowcrete Group Ltd is a world leader in the manufacture of seamless industrial and commercial flooring with international manufacturing facilities in Europe, the Americas, Asia and Africa.

Flowcrete supply world-class seamless flooring solutions to transform environments across the globe including; decorative seamless resins, waterproof car park deck coating systems, seamless resin terrazzo, durable antimicrobial flooring, corrosion protection, self levelling underlayments, underfloor heating and now underfloor acoustic insulation.

Flowcrete's ambitious and dedicated team is inspired by excellence in people, products and service as well as continual innovation and sustainable growth. Flowcrete continues to use its global expertise to introduce environmentally friendly, hygienic and aesthetically attractive floors to create a better and more sustainable world.

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