

News Release

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Printel sponsors new look Widnes Vikings FC

Widnes creative design firm Printel has announced a major sponsorship deal with the community football club, Vikings FC.

Stuart Atherton, Printel's managing director, is hoping his investment to support the club off the field will help the footballers score success on the field.

Formerly known as Widnes Dragons, the club has only been adopted by the Widnes Vikings Rugby League Club this season and the welcome injection of cash has helped to fund smart new football kits for all the club's 250 junior and senior players.

The first team now plays at the Halton Stobart Stadium on the same hallowed pitch as their more famous rugby league counterparts. And their shirts are now very similar too.

Stuart, whose firm won Halton Business of the Year last year, is delighted to be supporting his local club. He said: "As Printel continues to grow and put the digital



and creative industries on the map in Widnes, I'm pleased we can give something back to the community by supporting this fantastic football club," he said.

Club founder and secretary Bill Morley is grateful for the help in what promises to be a red letter season. Not only have they become Vikings FC, the club has also achieved coveted FA benchmark 'Charter Standard Community Club Status', established links with Everton FC and is hoping the first team will get promoted into the North West Counties League.

The club only started nine years ago when he was looking round for suitable football training for his young son, Anthony, then aged eight.

He didn't like what was on offer so decided to organise his own. "We started on the ICI Rec in 2003. We pushed a few hand written notes through some letterboxes and about a dozen people turned up to the first training session," he recalls.

And from those small beginnings he's never looked back. His inclusive, professional approach has won him many friends and the club now numbers more than 250 players, aged from four to 30.

Boys and girls aged as young as four or five years old are encouraged to attend their first introductory training sessions at the Friday night soccer school and then move into the Under 7s team, progressing through the ranks to the adult teams.

"We like to think of ourselves as a family club. There is a great atmosphere. We try not to put the younger ones under too much pressure. It's not about the winning but the taking part," said Bill.

For more information about Printel Design, contact Stuart Atherton on 0151 420 0700. www.printel.co.uk.

To be part of Vikings FC, contact Bill Morley for more information at billmorley@supanet.com

Photo caption: Stuart Atherton (centre right), managing director of Printel Design, seals the sponsorship deal with Widnes Vikings FC founder and secretary, Bill Morley (centre left), watched by some of the players.

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On behalf of Printel Design. www.printel.co.uk