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MEDIA RELEASE

HBS Bank new lead sponsor of Hawks NBL team

HBS Bank plans to put some extra spring into the Hawks upcoming NBL campaign after confirming a new three-year, naming right sponsorship agreement with their local team.

The announcement follows HBS's merger with SBS Bank last October, which included a commitment to give \$100,000 back to the communities of Hawke's Bay every year for the next five years.

HBS Bank Hawks owner Rod Earnshaw said that he thought the new relationship between HBS Bank and the Hawks was outstanding. The club has been focusing on local talent by recruiting Paul Henare as coach and enticing Hawke's Bay players such as Paora Winitana, Arthur Trousdell and Aidan Daly to return to the region. The commitment from HBS Bank completes the Hawke's Bay family.

HBS Bank manager Blair Cross said, as Hawke's Bay's local bank, his team were extremely proud to establish such a significant regional and community-focused sponsorship.

"Our long-term partnership with the HBS Bank Hawks is a perfect community fit for us because we're all about supporting local. The HBS Bank Hawks are one of the region's most successful teams and we'll certainly look forward to getting behind them and helping spur them on towards this year's NBL season final, Mr Cross said. The sponsorship will also help to further develop the HBS Bank Hawks in Schools programme.

"Whether it's partnering events like HBS Bank Christmas in the Park, the Hastings Business Awards and Art Deco Weekend or supporting local community groups such as The Napier Family Centre, Child Cancer Foundation or the Alzheimers Society just to name a few, we are just as passionate about each and every sponsorship, no matter what size or what part of the community it benefits.

"We're working on a number of exciting promotions and ventures in conjunction with the HBS Bank Hawks to ensure we all get the most value from the sponsorship. We'll be working closely with the team to further build their profile and support across the region's communities.

"I know our HBS Bank team and the local community will be there in strong support for the HBS Bank Hawks when they begin their 2011 NBL quest against the Taranaki Mountain Airs here at our own Pettigrew-Green Arena, on Friday 15 April."

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