



## Media Release

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# Enable partners with the Crusaders to take kids to footy

Christchurch-based fibre broadband network provider, Enable and the Crusaders announce a sponsorship deal for Enable Take a Kid to Footy. Enable will be naming rights sponsor of the Crusaders' unique family-focused rugby entertainment experience for the next three years.

"Our new partnership with the Crusaders marks a significant upshift in communicating the availability and benefits of fibre broadband," says Enable CEO, Steve Fuller.

"Our business succeeds if our community embraces fibre broadband by connecting to it as soon as possible. We are seeing very good uptake – with about 8,000 customers now connected to our network – but we want to see even more people make the switch to fibre broadband.

"Enable Take a Kid to Footy will be a major platform for us to drive understanding of and interest in fibre broadband particularly by families – a group likely to really benefit from better, faster fibre broadband connectivity."

Enable is a local company – jointly owned by Christchurch City Council and central government – with a sole focus on delivering fibre broadband to the greater Christchurch community. Fibre broadband services are available in many parts of Christchurch, Rolleston, Lincoln, Rangiora and Kaiapoi today.

"The Crusaders and Enable Take a Kid to Footy is a great fit for our business. The Crusaders are the much-loved local Super Rugby team, with the heart of its catchment area aligning with our coverage," adds Mr Fuller.

Crusaders CEO, Hamish Riach is also excited to welcome Enable into the Crusaders family of sponsors.

"Our communities are at the very heart of what we do at the Crusaders and we recognise the contribution Enable is making to the Christchurch community by building a world-class fibre broadband network for it," he says.

"We see the enormous value of technology and particularly high-quality broadband connectivity in a raft of ways – from running the commercial side of our business, through analysing data and video as part of player performance, to how our fans interact with us through social media."

“Take a Kid to Footy is one of our most popular and successful products and we look forward to working closely with Enable on ‘Enable Take a Kid to Footy’ over the next three years to provide something very special for our fans.”

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**Media contact:**

Daniel Herd  
Communications Manager  
Enable  
027 694 3574  
[Daniel.herd@enable.net.nz](mailto:Daniel.herd@enable.net.nz)

Juliet Calder  
Communications Manager  
Crusaders  
027 658 5438  
[juliet.calder@crfu.co.nz](mailto:juliet.calder@crfu.co.nz)