



MEDIA RELEASE

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Adani and Rockhampton Basketball score new partnership

Adani and Rockhampton Basketball have scored a slam dunk, unveiling a new partnership designed to get more kids onto the court and shooting hoops.

In Rockhampton today, Adani Mining CEO Lucas Dow and Rockhampton Basketball General Manager Cameron Tragardh unveiled new signage, which will see Heggold Stadium rebranded the Adani Arena.

Mr Dow said the new partnership would provide support from the ground up, creating opportunities for more young people to get involved, as well as assisting in attracting new talent for the top tier competition.

"We're proud to support one of Rockhampton's most popular and successful sports, which also provides a great source of entertainment for families across the region," Mr Dow said.

"Rockhampton is a key hub for our project and along with the Rockhampton Riverfestival, we are pleased to get behind organisations and events which provide such broad benefits to the community."

Rockhampton Basketball General Manager Cameron Tragardh said the partnership would help get more kids on the court, as well as supporting the QBL competition.

"With the QBL season tipping off tomorrow night we're excited to announce our new sponsorship agreement with Adani, including our new Adani Arena," Mr Tragardh said.

"Basketball is a much-loved sport across the city and through this partnership we're thrilled to expand the reach and enjoyment of the game even further."

In addition to naming rights of Heggold Stadium, Adani's logo will also feature on the Men's QBL playing uniform.

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The sponsorship includes a range of competitions and giveaways for residents throughout the season, and supports the grassroots development of the sport to encourage greater participation.

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