



MEDIA RELEASE

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ADANI GROWS COMMUNITY INVESTMENT IN COWBOYS

The North Queensland Toyota Cowboys are delighted to welcome Adani Australia as Presenting Partner of the Adopt-a-School program, extending their current partnership to join the club's family of major partners on a multi-year deal.

Adani first joined the Cowboys as community partners in June 2019, supporting the Try for 5! inter-school challenge that rewards and incentivises attending school five days a week in 18 partner schools across Townsville and Far North Queensland.

As Presenting Partner of Adopt-a-School, the club's longest-running community program, Adani will continue the connection of the full squad of 'adopted' NRL Cowboys and ambassadors with 50 participating schools across Townsville, Palm Island, Ayr and Bowen, with visits each term and for special school milestones on the calendar.

Cowboys Chief Executive Officer Jeff Reibel said the club was thrilled to secure a long-term partner for Adopt-a-School.

"As a community-owned club, our numerous outreach programs are a fundamental part of our community commitment and the support of industry and government is crucial to the sustainability of these programs and their outcomes," Mr Reibel said.

"Adopt-a-School and Adani are a great fit – they're both here for the long-term and are all about giving back to North Queensland by bringing our players into schools as role models for thousands of primary school students.

"We thank Adani for their ongoing support and shared vision for our community programs, our club and our region."

For Adani Mining Chief Executive Officer Lucas Dow, increasing support for regional Queensland through the Cowboys is an integral element of their community engagement programs, which are centred around sport and education.

"We'd like to thank regional Queenslanders for backing us. We are pleased to be repaying this support in the form of local regional jobs in addition to backing the North Queensland Cowboys, and their successful Adopt-a-School program that has been part of Townsville and district school communities for over 15 years," Mr Dow said.

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PLATINUM PARTNERS



MAJOR PARTNERS





“We are proud to be part of continuing the Adopt-a-School legacy for new generations of students and supporting the Cowboys in an exciting new era with Queensland Country Bank Stadium creating a real game-changer for the club and the region.”

Adopt-a-School Term 1 visits continue in Woodstock and Palm Island this week, following last week's Townsville blitz to 28 schools by 29 players and ambassadors.

The Try for 5! program continues at full strength in reducing the short and longer-term impacts of poor school attendance with the support of the Australian Government, Queensland Government, Aon, M&J Chickens and Regional Express (REX).

CONTACT

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About Cowboys Community

The North Queensland Toyota Cowboys are a community-owned club committed to giving back to the community that supports us. Using the strength of our national brand, we work to raise awareness for social, education and health causes within our footprint and beyond by partnering with like-minded organisations such as Adani. For more information, visit cowboys.com.au/community.

About Cowboys Adopt-a-School

Adopt-a-School is the North Queensland Toyota Cowboys' cornerstone community program, reinvesting in the Townsville school community. This program was established as a long-term social commitment to North Queensland school communities and gives participating schools the opportunity to utilise their 'adopted' Cowboy as a role model for their students. For more information and a list of participating schools, visit cowboys.com.au/adopt-a-school.

About Adani Australia

Adani Australia is a multi-dimensional energy and infrastructure company, dedicated to delivering energy solutions for an advancing world. By providing energy solutions here in Australia and the Asia Pacific region from thermal and renewable energy, we will create jobs and help fund major infrastructure upgrades to hospitals, schools and roads by contributing billions of dollars in taxes and royalties. For more information, visit adaniaustralia.com.

