

Media Release

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FOR IMMEDIATE RELEASE



Adelaide Brighton Cement and SA Little Athletics working together to promote a happy, healthy lifestyle for kids in South Australia!

South Australia's smallest athletes will benefit from a new partnership between Adelaide Brighton Cement and Little Athletics SA!

The South Australian Little Athletics Association are thrilled to announce a new partnership with Adelaide Brighton Cement, who will be joining the South Australian Little Athletics family as a major Sponsor for the 2017/2018 season.

Adelaide Brighton Cement, are proudly South Australian and a strong supporter of the South Australian community.

Adelaide Brighton Cement sponsor a number of not for profit organisations throughout South Australia and are excited to now make a positive contribution to such an important grassroots sport.

The partnership with Little Athletics is a great fit because like Adelaide Brighton Cement, Little Athletics invests at a local level to build stronger local communities. In Little Athletics, large numbers of parents are required to operate a Little Athletics Centre and this provides the basis for close community involvement.

It's important to Adelaide Brighton Cement that all of their sponsor partners create a better future for South Australians – and Little Athletics certainly does that!

We look forward to working with Adelaide Brighton Cement in building a great Little Athletics season ahead.

For further information, please contact:

Meg Hanna 0403 778 150

Or contact the office at (08) 8352 8133.

www.salaa.org.au

About Adelaide Brighton Cement

Adelaide Brighton Cement is the leading manufacturer of cement and lime in South Australia supplying the construction, engineering, infrastructure and resources sectors.

Adelaide Brighton Cement operates within the Cement and Lime division of Adelaide Brighton Limited, which has over 1600 employees with operations in all Australian states and territories. Adelaide Brighton Limited originated in 1882 and is an S&P/ASX 100 company with main activities including the production of clinker, cement and lime products, premixed concrete and aggregates and concrete masonry products.

Adelaide Brighton employs 450 people in South Australia. It contributes \$400 million annually to the South Australian economy.

www.adelaidebrighton.com.au

About South Australia Little Athletics

Little Athletics is a uniquely Australian sport for children aged 3-17 years. As the name suggests, it is based upon the sport of athletics (track and field) and the events are specially modified to suit the ages and abilities of children.

A wide range of running, jumping, throwing and walking events are conducted each year across South Australia, with approximately 8,000 boys and girls enjoying these activities. Our mission at Little Athletics SA is “to develop children of all abilities by promoting positive attitudes and a healthy lifestyle through family and community involvement in athletic activities”.

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