



AFL Central Victoria

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MEDIA RELEASE

AFL CV & Champions IGA Continued Partnership

AFL Central Victoria (AFL CV) is excited to announce a continued partnership with Champions IGA. This ongoing and successful collaboration demonstrates the strong commitment both organisations have to the Central Victorian region.

The partnership has been instrumental in playing a pivotal role by providing [people of all ages and abilities the opportunity to participate in football within our local community. Their generosity helps create an inclusive environment where every player can enjoy the benefits of sport, build confidence, and develop valuable life skills within the region.

Jay Cathrine, Commercial Manager at AFL CV, expressed enthusiasm about the renewed partnership: *"We are thrilled to continue our partnership with Champions IGA. Their ongoing support is invaluable to us and allows us to deliver exceptional experiences for our players, coaches, and fans."*

Michael Zervakis, from Champions IGA, echoed the sentiment: *"We are delighted to extend our partnership. We are proud to support the Bendigo region and its vibrant football community especially in the Junior and Women's spaces. This partnership aligns with our commitment to fostering local sports and community engagement."*

"We are excited for the partnership with Champions IGA to continue. A huge thank you to them for their continued support of the Bendigo Junior Football League, Central Victoria Football League (U18 Girls and Senior Women's) and the AFL Central Victoria Football Academy. Providing opportunities for people to play sport is vital for communities and Champions IGA live and breathe the community spirit." said Nathan Williams, Junior & Female Football Operations Manager.

This renewed partnership signifies a shared vision between AFL CV and Champions IGA to promote the growth and development of football in the Bendigo region.

Champions IGA is a leading independent grocery retailer in Australia, committed to providing quality products and exceptional service to its customers.

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