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## **Get yer kit on: Chorus ntl customers are equipping Irish rugby teams and helping players in developing countries**

**Ireland, September 3rd** – Existing and new Chorus NTL customers can do their bit to keep the ball rolling. How? By selecting additional services or by signing up as a new customer, they get to accumulate points for their favourite rugby club. As soon as 200 points are obtained for any one club, Chorus NTL give it a training kit consisting of a bag, two ladders and 10 hurdles. Oh and it also gets 10 cones and 10 rugby balls.

### **Level playing pitch**

Developing countries get to play ball too. Because for every 10 kits Chorus NTL gives away, it also gives a kit to SOS/IRB Kit Aid. That way, children in emerging nations get a chance to play rugby.

Lending their support are players Jerry Flannery, Alan Quinlan and Joy Neville, along with RTE pundit Brent Pope.

### **At today's launch at Chorus NTL's call centre in Limerick, Brent Pope said:.**

"This is a fantastic opportunity for rugby clubs to get involved in this programme. I am delighted Chorus ntl is promoting rugby for children across the country and indeed helping children in less fortunate countries around the world to play the game they love."

**Rhona Bradshaw, head of marketing at Chorus NTL, said:**

“Chorus NTL will work closely with the clubs. I believe we are sending out a powerful message that we are a longstanding supporter of sport and the benefits for everyone involved. This move will forge deeper emotional connections with our consumers. It strengthens the grass roots clubs which nurture players who one day may represent their country.”

**John Broadfoot, founder of SOS/IRB Kit Aid, said:**

“I was inspired to set up the charity because on a trip to Romania I saw an eight-year-old boy running with a rugby ball. I saw the joy sport brought to so many people who are otherwise disadvantaged. I am a dad with sons who play rugby and this has made me more enthusiastic and involved in the game. I am really delighted Chorus NTL is helping the SOS/IRB Kit Aid charity under this Rugby Kit for Clubs programme.”

**SOS/IRB Kit Aid** strives to give less advantaged children in developing nations a chance to play rugby through collection and distribution of unused/unwanted kits from Ireland and the UK. For more information, please visit [www.sosirbkitaid.org](http://www.sosirbkitaid.org).

**About Chorus NTL**

UPC is the parent company of Chorus NTL and is the European division of Liberty Global, Inc., the world's leading international cable operator. UPC brings television, broadband internet and telephone services to approximately 9 million customers throughout 9 European countries. The company is driven by its vision that 'this amazing but often complex digital world should be for everyone'. UPC's 800 employees throughout Ireland strive to make this happen by bringing simplicity and a real human touch to everything they do. To find out more about us - please visit [www.upc.ie](http://www.upc.ie)