

**One New Zealand Warriors**

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## WARRIORS AND HARNESS RACING IN PARTNERSHIP

**Auckland, New Zealand, March 19, 2025** – Harness Racing New Zealand and the One New Zealand Warriors have brought the two codes together in a partnership providing mutual benefits for both sports.

The organisations are driven to cross-promote their codes to expand fan engagement and provide impetus for commercial growth.

The first joint venture between HRNZ and the One New Zealand Warriors will coincide with the NRL club's much-anticipated Anzac Day match against the Newcastle Knights at Apollo Projects Stadium in Christchurch right next door to Addington Raceway, the home of New Zealand harness racing.

There'll be racing at Addington ahead of the NRL match kicking off at 8.00pm with packages being offered to attend both events.

"By working together, both organisations can promote New Zealand's rich sporting culture, positioning it as a hub for diverse and exciting sports entertainment," said Harness Racing New Zealand CEO Brad Steele.

"Both the Warriors and New Zealand harness racing offer family-oriented entertainment. We see joint events and promotions positioning harness racing as an accessible, enjoyable activity for families who already follow rugby league."

One New Zealand Warriors CEO Cameron George welcomed the opportunity to broaden the appeal of both codes.

"Brad and I share the same goal of wanting to appeal to as many New Zealanders as possible," he said.

"The Warriors have a tremendous following throughout the country and our fans are second to none.

"Partnering with Harness Racing New Zealand is a wonderful opportunity for our two brands to build their support bases and open up doors for fans to access new sporting offerings.

"Anzac Day is going to be huge in Christchurch with a joint promotion linking harness racing at Addington with the NRL match to follow."

Joint promotions with Alexandra Park Raceway in Auckland are also in the pipeline.

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