



12 December 2013

HARNESS JEWELS JOINT NAMING RIGHTS SPONSOR DRAW

The 2014 Harness Jewels Joint Naming Rights Sponsor Draw took place last night at SkyCity Hamilton. The function hosted by Harness Racing Waikato and SkyCity Hamilton was well received and revealed exciting new relationships for the 2014 event next May.

Harness Racing Waikato is pleased to announce that the joint naming rights partner for the 2014 Harness Jewels will be:

new zealand HOME LOANS 

The Waikato based company has established since its inception in 1996 to being one of the top home loan providers in New Zealand with over 69 offices nationwide. New Zealand Home Loans is a home and insurance provider focusing on helping clients achieve their financial goals, become debt free, faster and protect those things that are most important to them. The Hamilton based head office support team is proud to be associated with joint naming rights to the 2014 Harness Jewels. The company conduct a number of sport related sponsorships nationwide and see the Harness Jewels as a major branding opportunity.

It was also announced last night that the official Harness Jewels supported charity for 2014 would be the Child Cancer Foundation. The Child Cancer Foundation's mission is that every child and their family walking the child cancer journey will never feel alone. They aim to reduce the impact of cancer by offering services to ensure children and their families are supported, informed and well cared for on their journey with cancer.

Harness Racing Waikato is very pleased with the outcome of last night's event and Event Manager for the Jewels, Mike Weston said "It's great to have companies from the local community support the Jewels. It's a fantastic opportunity to showcase Harness Racing to a wider audience and we are excited to help promote those companies who support us."

Harness Racing Waikato acknowledges the support from all companies who participated in the draw concept and looks forward to working together with them to maximise their individual involvement in the SkyCity/New Zealand Home Loans Harness Jewels.

The 2014 event will take place on the 31st May. Harness Jewels is one of the biggest single-day race meetings in New Zealand's history. The event commenced in 2007 and quickly became an integral part of the racing calendar and an iconic event for harness racing in New Zealand.

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