

# pride & passion



## Press release

8 May 2008

## ahm Hawks – It's a whole new ball game

Brand new naming rights sponsor - ahm - could be just what the doctor ordered as the new Wollongong ahm Hawks gear up for their 31<sup>st</sup> season in the national basketball comp.



ahm Hawks' Mat Campbell, Director Peter Abba, ahm CEO Mike McLeod and ahm Hawks' Head Coach Eric Cooks.

With tip-off only a few months away, today marks the official launch of the new 3-year partnership and the new *Wollongong ahm Hawks* name, logo and tagline.

The 'never say die' attitude of last season paved the way to a fresh new start for 2008 with a new mantra - 'Pride and Passion'. This is all about the fortitude of the team and its followers, the community belief in the players and keeping the spirit of the game alive in the Gong.

Peter ABBA - Director Wollongong ahm Hawks said the team is grateful for the support shown to the Club.

"It's great to know we have such a large supporter base, both in the community and local business, and ahm have played a huge role in our survival. The three-year sponsorship means we can concentrate on delivering a team and a season that Wollongong will be proud of."

"Last season was tough and a fresh start is just what the club needs" said Neil Mettam, new General Manager Sales and Marketing, ahm Hawks. "We're all looking forward to the challenge ahead."

ahm CEO, Mike McLeod said that the sponsorship was a perfect fit for ahm.

"Both ahm and the Hawks have been a major part of the Illawarra community for more than 30 years. ahm has been supporting the Hawks since 1993 and we want to continue to give back to the community by playing a key role in ensuring the Illawarra has a national basketball team to be proud of."

Eric Cooks, Head Coach, ahm Hawks says "We're getting ready for a huge and successful 0809 season. I'll be looking to secure some key players in the coming month. It's important to get the right combination of player experience and personality to ensure we have a team that can excel and make Wollongong proud."

Like the Hawks, Australian Health Management (ahm) was born and bred in Wollongong and over the past 37 years has become a leader in helping Australians better manage their health. They cover the health of the Hawks both on and off the court, providing health coaching and health management programs as part of their health insurance.

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ahm is the eighth largest health insurer in Australia and has been caring for the health of Australians for more than thirty seven years. In addition to the provision of health insurance, ahm has developed and delivers the innovative Health management programs. We employ health professionals covering key disciplines including nursing, exercise physiology, dietitians and fitness to deliver these programs. Our health consultants have extensive industry experience and most have post graduate qualifications.