

## News Release

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### **ANZ Marama Championship kicks off a new era in rugby for Fiji**

ANZ and Fiji Rugby Union today announced ANZ will be naming rights sponsor of the new women's rugby competition in Fiji, the ANZ Marama Championship.

Commencing 18 March, the new competition will see eight teams compete over 17 rounds to take home the inaugural ANZ Marama Championship title.

Commenting on the sponsorship at an International Women's Day launch event, ANZ Fiji Country Head Rabih Yazbek said: "ANZ is pleased to be extending our support for rugby at all levels and creating a platform for women to compete in a world class competition.

"Announcing our sponsorship of the ANZ Marama Championship on International Women's Day made sense, because we recognise the significant sporting, social, economic and cultural achievements made by women in Fiji.

"Sport is one of the most powerful platforms for promoting gender equality and empowering women and girls. On behalf of our staff, customers and the entire ANZ Fiji community, we're pleased to be part of the support team behind the ANZ Marama Championship," said Mr Yazbek.

Fiji Rugby Union Chief Executive John O'Connor said: "We are excited that ANZ has come on board to be the new sponsor of the ANZ Marama Championship for the next three years.

"This is the turning point for Women's Rugby in Fiji. There is now a clear pathway for every girl playing rugby in Fiji, from Kaji, to the Raluve competition, the Ranadi competition, the Marama competition, the Fijiana 7s, the Fijiana Drua and then ultimately to the Fijiana XV," said Mr O'Connor.

While unveiling the ANZ Fiji Rugby Marama Championship logo today, Mr O'Connor said the symbol represents the flower in full bloom and the players reaching the top.

"The ANZ Fiji Rugby Marama Championship now has a brand identity which reflects ambition and where diversity is celebrated, and everyone should feel welcome," Mr O'Connor said.

Mr Yazbek added: "ANZ's own logo is a lotus flower with each of the three petals signifying Australia, New Zealand and Asia Pacific.

"The shape of a person represents our people and customers, so it feels like the right connection at a brand level," Mr Yazbek said.

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