

Insert your club logo here 

# Ulster Bank GAA Force

## **[INSERT CLUB NAME] GETS TOGETHER WITH LOCAL VOLUNTEERS TO IMPROVE CLUB FACILITIES**

**[Insert date – send to newspapers far enough in advance, especially weekly papers e.g. 10<sup>th</sup> October 2011]**

[Insert club name] is preparing to give their GAA club a makeover with help from a team of local volunteers to get the club fully fit and raring to go for next season. [Insert club name] plans to [insert brief overview of what work is to be carried out] as part of the Ulster Bank GAA Force Weekend which takes place on 29 and 30 October.

[Insert club name] is expecting a whole host of volunteers, including [insert name of any local celebrities, Mayors that are attending] and players from the club, to help with [insert work to be carried out on club]. Ulster Bank GAA Force weekend is designed to assist local GAA clubs for the 2012 season. The programme provides tools and resources to help clubs organise a team of volunteers for a fun day that will achieve important goals – be they little or large – to improve club facilities.

### **[Insert name of Club Chairman], Club Chairman commented:**

“We’re hoping to have a big crowd from the [insert area name] area so we can really get [insert club name] ready for next season and enjoy ourselves at the same time. We need to improve [insert brief overview of what work is to be carried out] because good facilities and a fun environment can make all the difference. Ulster Bank GAA Force will help us improve the club and make it a real focus for the community. We hope that this weekend will really help us for next season and also introduce new members to [insert club name] so we can continue to grow”.

Additional support from Ulster Bank was provided for the first 100 clubs to register, where each received a small grant to help with DIY tools and refreshments on the day. This is in addition to the top support package worth [€25,000/£22,000] on offer to one lucky club and four regional runner up prizes of [€5,000/£4,400] along with a plaque, banner and a supply of t-shirts for the local volunteers.

**Paul Dermody, GAA Sponsorship Manager said:** “I would encourage clubs to follow the example of [insert club name] and take up the GAA Force challenge in what is a unique way of providing an added incentive for helping clubs maintain their facilities. The chance to bring so many of the members, players and local volunteers together to really bring about any level of improvement has to be applauded. I would like to wish everybody the very best for their GAA Force day and my hope is that it not only is a fantastic event for all those involved, but that it also brings about some real improvements to allow the club to face the season ahead with an even greater sense of optimism”.

**Seán Óg Ó hAilpín, Relationship Manager, Ulster Bank:** “We’re really excited that [insert club name] is taking part in the Ulster Bank GAA Force Weekend. We hope it will help them prepare for the new season and that the resources we provide will make a real difference to their efforts. Ulster Bank GAA Force is the cornerstone of our GAA Football Championship sponsorship this year and into the future. GAA Clubs are at the heart of so many of the communities in which we operate. The feedback so far has been great and this is a way we can help both GAA and the people we aim to serve. [Insert club name] is taking an important step in improving the game at local level and I hope many more will follow their lead.”

Anybody interested in getting involved with the Ulster Bank GAA Force Weekend at [insert club name], should contact [insert club secretary/e-mail address for contact details].

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# Ulster Bank GAA Force

More information can be found at [www.ulsterbank.com/gaa](http://www.ulsterbank.com/gaa)

- Ends -

**[insert club name]:**

[insert club facts and figures including teams, recent awards/championship/league wins, year established, additional quirky facts]

[insert club contact details]

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