



FOR IMMEDIATE RELEASE

Canterbury North America partners with Rugby Utah



September 24th 2014 - Leading rugby brand Canterbury of New Zealand (Canterbury) is proud to announce a three year partnership with Utah Youth Rugby, one of the fastest growing State rugby-based youth programs (SBRO) in the USA. Utah Youth Rugby goal is getting boys and girls active in a sport that we not only love but believe offers a vehicle for personal growth into young men and women capable of accepting and standing up to challenges in their lives.

Canterbury will be the exclusive uniform and apparel supplier for Utah Youth Rugby a program that will serve over 3,500 children throughout the year.

Mike Cressler, of Utah Youth Rugby: "Canterbury is an iconic rugby brand that has been around since 1904. With such a long history, the brand represents a combination of rugby heritage, values and aspirational playing performance. We are excited to be part of the Canterbury family alongside so many other leading rugby programs around the world."



Canterbury North America

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Robbie Flynn, Managing Director of North America added, “We are proud to partner with Utah Youth Rugby. The work and incredible impact they are making in Utah through youth rugby programs is outstanding. It’s programs like these that provide pathways for kids to education and provides skills and character driven from competitive sport.”

About Canterbury

From the New Zealand roots in 1904 to the global sporting stage, we make the finest rugby gear in the world. Tough, durable, smart, it's made for life.

Canterbury utilizes their heritage and expertise within rugby to challenge sporting boundaries and realize the latest technological advancements for on-field kit.

Canterbury is an athletes’ brand dedicated to rugby around the globe and is proud to manufacture kit for several of the world’s high profile teams including England, Ireland and USA Rugby.

Canterbury can be found at all top athletic stores in the US and Canada. For more information about our product and how to get it, contact 1.855.GO.RUGBY or go to www.canterburyus.com.

About Utah Youth Rugby

Utah Youth Rugby was formed in 2009 as a 501(c)(3) corporation dedicated to the growth of youth rugby in the state of Utah. Since our humble beginnings, we have grown from 574 players to over 3500 in the resulting 5 years with 64 teams Boys and Girls HS and MS teams as well as a summer youth rec league. Rugby is played in every season with Spring XV, Summer rec 7s, and Fall HS 7s. Utah is also the host of the Varsity Cup and Utah Rugby Open. The North American Invitational 7s tournament is also held in Utah and is under consideration as a qualifier tournament for the new US National HS 7s championship in 2015.

While rugby is the fastest growing sport in the US, Utah is one of the fastest growing rugby states with the highest number of players per populace of any state in the US (2011 numbers 18.4 players per 10k people).

UYR regularly places 3-4 players on the US HSAA travel teams and had a girl from Utah represent us as part of the Jr Olympic team in Nanjing this summer.

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