

Cityfitness to Support Our National Teams

In another step forward Softball New Zealand has confirmed a relationship with nation-wide gym and personal training specialist, Cityfitness.

With 21 gyms nationwide and a 750 strong team of fitness professionals, Cityfitness has a member-focused and family-first perspective – a natural fit with Softball's beliefs.

The partnership with Cityfitness will involve training facilities for four national teams including the world champion New Zealand Black Sox, the Junior Black Sox, the White Sox women's team and the Junior White Sox.

The relationship is part of a plan from Softball NZ to take the sport to a new level of both professionalism and image, while still maintaining the family and friendly nature of the sport which was officially formed in New Zealand in the 1930's.

"The Cityfitness sponsorship is a game changer for New Zealand Softball and will ensure our athletes are primed both physically and mentally as they challenge themselves around the globe throughout 2014-15," said Tony Giles, Softball NZ CEO.

"These four groups are travelling to the far side of the globe to challenge themselves on the highest stage in our sport, and the assistance in their wellbeing provided by Cityfitness will enable these talented athletes to achieve goals that we have collectively set."

Other sponsorships and supporters are expected to be confirmed in the coming months for the sport.

The New Zealand Junior Black Sox are travelling to Yukon, Canada for the ISF 2014 Junior Men's

World Championships in July, while the New Zealand White Sox are travelling to Haarlem, The Netherlands for the ISF 2014 Women's World Championships in August and the Junior White Sox travel to Canada next month.

In July 2015 the world champion Black Sox team will defend their crown in Saskatoon, Canada.

Cityfitness are excited to announce the sponsorship of Softball New Zealand and wish them a hugely successful season!

"Cityfitness are extremely proud to enter a sponsorship with Softball New Zealand. This synergy will not only increase the development of softball but will ensure that athletes continue to meet high expectations. The partnership will also increase brand awareness & strengthen our mission

to support and inspire New Zealander's to be fit and healthy for life" said Katie Bartlett, Cityfitness

Sponsorship and Event Coordinator .

There are currently 21 Cityfitness clubs across the country. Between state-of-the-art facilities, results-focused programmes, and digital tools such as Cityfitness Virtuagym, New Zealand's most comprehensive fitness application, Cityfitness has something for everyone to advance in their health and fitness journey.

