

## Laya healthcare kicks off exclusive health & wellness partnership with Leinster rugby

**2<sup>nd</sup> September 2015:** Laya healthcare, Ireland's second largest health insurance provider, was today announced as the official Health & Wellness Partner to Leinster Rugby.

The sponsorship sees Laya healthcare line up with Leinster players and backroom medical and fitness experts to promote a series of high-profile public health and wellness initiatives.

The innovative health partnership with Leinster Rugby marks a period of significant growth for Laya healthcare in Dublin and the wider Leinster region. It will help boost awareness of its major and ongoing investment in preventative health and wellness, including HeartBeat, the unique cardiac screening offered to more than half a million Laya healthcare members.

Commenting on the union, Dónal Clancy, Managing Director at Laya healthcare says, "Our Health & Wellness agreement with Leinster Rugby marks a major and very positive step change in our ambition and commitment to health and wellness; not just for our members but for the wider public too. By tapping into the positive power of sport and the expertise of players and the backroom team alike, we hope to empower as many people as possible to embrace innovative new ways to take control of their health and enjoy the benefits of a healthy lifestyle.

"From the outset it became clear just how closely aligned Leinster Rugby and Laya healthcare are in terms of our shared values and vision around health and wellness. We are both passionate and committed to encouraging fans, players and spectators alike to discover the benefits of healthy lifestyles, boost participation and explore the positive impact of preventative health. Thanks to the commitment of our respective teams, both on and off the pitch, I'm excited by the season ahead and I look forward to the health and wellness partnership kicking off at the first of the Guinness PRO12 fixtures against Edinburgh on 4<sup>th</sup> September."

As Leinster Rugby's Official Health & Wellness partner, Laya healthcare will work closely with Leinster Rugby's expert backroom team including fitness experts, nutritionists and physiotherapists, to create a series of engaging and informative content to share with Laya healthcare members, Leinster Rugby fans, and the general public.

Leinster Rugby Chief Executive, Michael Dawson said: "Laya healthcare is a leading name in Irish health insurance and its profile and reputation for being an innovator in the whole health and wellness space is growing at an impressive pace. We're excited to have such a respected brand on board as the Official Health & Wellness Partner to Leinster Rugby. There is huge scope and potential to make a positive difference.

"I look forward to the season ahead and I look forward to seeing the health and wellness innovations that Laya healthcare are planning to roll out among the Leinster Rugby coaches, players and of course supporters."

The partnership sees Leinster Rugby's Senior squad, Under-20, Under-19 and Women's Rugby team all carry the Laya healthcare brand on their shorts and the team's game in Edinburgh on Friday, 4<sup>th</sup> September will see the first outing of Laya healthcare's brand on the Senior Team's kit.