

ICONIC QUEENSLAND COMPANY JOINS WORLD CUP TEAM

Iconic Australian watch brand, Adina, has partnered with the 2019 Polocrosse World Cup as the naming rights sponsor.

Like the toughness, skill, finesse and superior quality of a World Cup polocrosse player, Adina's watches are designed and assembled with extreme attention to detail, to withstand the rigours of the Australian lifestyle and harsh conditions of the outback, while exuding style, quality and superior technology.

General Manager of Adina, Grant Menzies, said he was thrilled with the partnership given the strong alignment between the event and the brand.

"Polocrosse has many synergies to the Adina brand – it is Australian made, has a strong regional presence, is rugged with finesse and style, and has strong links to family," Grant said.

"We are passionate about Queensland, the host state for the World Cup. We are passionate about rural and regional Australia, where polocrosse is primarily played. Supporting such a significant event that will bring people from all over the world into rural Queensland is something we are excited to be part of."

"We also have a history of specialising in limited release watch collections, and will be designing a watch to commemorate the Adina Polocrosse World Cup. There is a real intrinsic value in using watches to commemorate milestones and events and the meaning this has to people. The commemorative watch will be presented to every World Cup player, as well as being rolled out through our retail network."

"We have many regional customers who are involved in polocrosse, and a number of our retailers also have connections to the sport. We are looking forward to using the event not only support polocrosse on an international level, but also our customers and retailers who have supported us over the last 47 years," he said.

The Adina Polocrosse World Cup will be held in Warwick, QLD from 22-28 April 2019. Polocrosse is one of only three home-grown Australian sports, along with Aussie Rules Football and Campdraft. The 2019 Polocrosse World Cup will attract 300 competitors from around the world, 2,000 international guests and 60,000 spectators, making it the largest international sporting event ever held in rural Australian.

The Queensland Government, via Tourism and Events Queensland, is proud to support the 2019 Polocrosse World Cup, which features on the It's Live! in Queensland events calendar. Your perfect next event is in Queensland where live events combine with the most incredible destinations, and life is beautiful one day, perfect the next.

For more information please visit www.polocrosseworldcup.com.au