



## NEWS RELEASE

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### **Sure gears up as lead sponsor of the Velo Club Academy**

As part of Sure's ongoing commitment to support local sport, the telecommunications company has agreed to be the lead sponsor of the Guernsey Velo Club's Academy for 2022/23.

The Sure Academy, with Ian Brown's Cycle Shop, enables 20 aspiring teen cyclists to race off-island in road and mountain biking competitions. Sure will be providing technology, kit and funding so the club can compete inter-island and in the UK.

Many Academy riders go on to compete at national level to represent their island in the Island Games, and some young riders have gone on to have professional careers. The Guernsey Velo Club, established in 1968, gives young and experienced riders the opportunity to meet and race weekly.

The Sure Academy is the latest addition to Sure's line up of sponsored sports, including running, hockey, swimming, volleyball and touch rugby. Sure is also the 2023 NatWest International Island Games Technology Partner, which will involve Sure providing the digital infrastructure needed to enhance the experience for spectators and competitors.

President of the club Alex Margison said: "We are grateful to have Sure on board in funding the next generation of competitive cyclists. We recently celebrated the success of our youth cyclists Kylie Vaudin in the Junior Girls category, Charlie Tourtel in the Juvenile Boys category and Zach Smith in the under 12's Boys category in the Southern Mountain Biking Cross-Country series, where they all won their categories. With sponsorships such as Sure's, this generation can aim for the Commonwealth Games and beyond."

Sure Guernsey Chief Executive Justin Bellinger said: "We're so lucky to have many different sports to choose from in Guernsey as well as great facilities for islanders to enjoy. Many of our staff are passionate about sport and play an active role in local teams, so we understand the importance of funding to help these clubs thrive. Cycling remains a popular sport on the island, with the Guernsey Velo Club leading the way by coaching young people to compete at any level they choose, and we wanted to play a key part in supporting their journey.

"At Sure we are committed to supporting sport in Guernsey and are proud to sponsor a variety of teams. We're also looking forward to being the technology partner at the 2023 NatWest International Island Games in Guernsey – where we can help make it the most connected Island Games ever and are already working hard to make that happen."

Sure also supports the Sure Guernsey Marathon as well as local sports teams the Sure Colombians, Sure Puffins, Sure Spikers and Sure Scorpions.

For more information about the Guernsey Velo Club Academy visit: <https://www.gvc.gg/>

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**Notes to editors:**

**About Sure**

[www.sure.com](http://www.sure.com)

Twitter: <https://twitter.com/SureGuernsey?lang=en>

Facebook: <https://www.facebook.com/SureGsy/>

LinkedIn: <https://www.linkedin.com/company/surebusiness/?viewAsMember=true>

Headquartered in Guernsey, Sure provides telecommunications and related services across the Channel Islands, the Isle of Man and in the British Overseas Territories of Ascension, Falklands, Saint Helena and Diego Garcia.

Sure provides fixed voice, mobile, broadband and Cloud services in the Channel Islands and Isle of Man. In the British Overseas Territories, Sure operates under exclusive licences with full-feature networks delivering voice, broadband data services and, in certain markets, TV.

The corporate division of the business, Sure International, specialises in offshore connectivity, enabling those companies that operate in the islands to reliably and efficiently connect and transact with their global partners.

Sure's approach to business is based on its values of simplicity, trust, one team and customer-driven. The last of these values has resulted in annual multi-million-pound investments to provide customers with the best and latest services to meet their needs.

Sure is a member of the Batelco Group, a leading telecommunications provider to 13 markets spanning the Middle East & Northern Africa, Europe and the South Atlantic and Indian Ocean.