

## Stena Line signs deal with the Belfast Giants

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Stena Line, the largest ferry company on the Irish Sea, has signed a sponsorship deal with another giant, the Belfast Giants, in a two year title sponsorship deal. The Stena Line Belfast Giants will take to the ice in August for a special pre-season Hockey Fest Weekend at the Odyssey on 27th and 28th against the Nottingham Panthers and will play their first competitive home game at the Odyssey against the Sheffield Steelers on 3rd September.

Stena Line's area director, Michael McGrath, said: "The Belfast Giants are much more than an ice hockey team. They are an outstanding example of how a professional sports organisation can mesh with the community. Winning trophies is always the measure of sports teams but it doesn't show their contribution to their community. The Stena Line Belfast Giants provide excellent family entertainment; work with schools and youth organisations across Northern Ireland and through the Giants Foundation they are dedicated to making a positive impact in the community. Stena Line is proud to be associated with them through this title sponsorship."

It's quite fitting that Stena Line is teaming up with the Stena Line Belfast Giants at this time as we prepare to introduce two of the largest ferries ever to sail between Northern Ireland and Scotland when we open our new route and port in Cairnryan in November 2011. The two Superfast vessels will be another two giants to add to the Stena Line team.

Todd Kelman, General Manager of the Stena Line Belfast Giants, added: "We are delighted to be onboard with Stena Line as our title sponsors for the next two years. Stena Line have been great supporters of the Belfast Giants' community programmes over the years and their commitment and support will enable us to go out and build a winning team for Belfast. Stena Line has always believed in what we are trying to do for Northern Ireland and they are an organisation that we are very proud to be associated with. There are a lot of synergies between both teams and we are looking forward to working together and see if we can sail away with this year's title."

About Stena Line (<http://www.stenaline.co.uk/ferry/>):

Stena Line is the market leader on the Irish Sea, offering the biggest fleet and the widest choice of routes from Ireland to Britain, including the Belfast to Stranraer (<http://www.stenaline.co.uk/ferry/routes/belfast-stranraer/>), Belfast to Liverpool (Birkenhead), Dun Laoghaire and Dublin Port to Holyhead, and Rosslare to Fishguard routes. The company carries more than two million passengers on its Irish Sea ferry routes (<http://www.stenaline.co.uk/ferry/routes/>) each year, more than its rival ferry operators combined.

PR Contact:

Eamonn Hewitt

Communications and PR Manager Irish Sea

Stena Line

The Ferry Terminal

Dun Laoghaire

Co. Dublin

00353 1 2047617  
www.stenaline.co.uk/ferry