

School sport sponsor Stos stays in the game

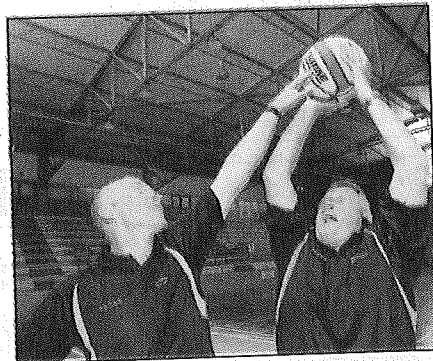
THE Taranaki Secondary School Sports Association has landed a two-year sponsorship deal.

Shell Todd Oil Services has renewed its successful long-term partnership with the association, committing to a \$40,000 funding package over the next two years.

The partnership will see the association continue to provide more than 40 free sports events for more than 4000 secondary school students throughout Taranaki in 2010 and 2011.

"For the last 10 years, we've enjoyed being part of a winning team with the TSSSA," said Stos general manager Rob Jager.

"Encouraging a healthy lifestyle among our 300 staff is one of our business values and it's great to be able to encourage this same



New heights: Celebrating a new deal... Rob Jager, left, and Steve McKean. Photo: SUPPLIED

philosophy among teenagers in the community where we have been operating for more than 50 years.

"The TSSSA is extremely

committed and the result is a programme that's undoubtedly the best in the country."

Association regional director Steve McKean said that the company's support had been instrumental to the success of the sports programme.

"Any team is only as good as the commitment of its players," he said.

"Shell Todd Oil Services has been behind this programme from the get-go, both in terms of the funding they provide and their encouragement and support for our activities.

"Without them, the programme wouldn't be as successful as it has been - Stos has gone all four quarters with us."

The association programme includes every secondary school in the region.

Last year, six out of every 10

secondary school students in Taranaki took part in sports activities, one of the highest participation levels in New Zealand.

The 70 per cent participation rate among boys was the highest in the country, while the 58 per cent participation rate for girls was 10 per cent above the national average.

National sports body Sparc has begun a study of the association to identify why it consistently achieves leading participation rates.

Association events range from basketball, volleyball, mountain biking, road relays and motocross to smallbore rifle, shooting, yachting and orienteering.

● Look out for a monthly page focusing on secondary schools' sport starting in the *Taranaki Daily News* next month.