



MEDIA RELEASE

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Contact steps aside as principal partner of Lake Taupō Cycle Challenge

Contact Energy has announced it will step down from its principal partner role of the annual Lake Taupō Cycle Challenge, confirming the November 2015 event will be its last.

After almost a decade of ongoing sponsorship, Contact says it did not make the decision lightly.

“Late last year, we reviewed our national community investment portfolio and made the decision to realign our community investments, prioritising initiatives that fit our company purpose of helping New Zealanders live more comfortably with energy,” Contact’s Head of Communications and Sustainability, Tina Porou, says.

“We’ve been a strong supporter of the Cycle Challenge for a long time, and our people have really enjoyed seeing the event grow as significantly as it has over the last 8 years,” says Ms Porou.

“Today, the event not only holds an important spot on the annual Taupō calendar, it also continues to make significant contributions back into the community each year.”

Cycle Challenge Event Director, Kay Brake, says the event wouldn’t be where it is today without Contact’s help.

“Contact has been instrumental in the ongoing success of the Cycle Challenge event. They have supported a number of new initiatives like the Contact Huka and we’re very grateful to them for their support as principal partner over this time.

“Next year marks the 40th anniversary of the Cycle Challenge, and we’re really looking forward to bringing on a new principal sponsor to help celebrate that significant milestone alongside us.”

Following its final event as sponsor this year, Ms Porou says Contact is looking forward to being able to establish new relationships within its communities.

“We’re really looking forward to being able to give the same support we’ve given the Cycle Challenge to some of many other great start ups and community initiatives that need that bit of extra support to help get off the ground,”.

Contact says it’s pleased to confirm its ongoing sponsorship of Swim Well Taupō, the programme that provides free swimming and water safety lessons to around 3,000 students aged between 5 and 18 years old from the Taupō region each year.



“When we asked the people of Taupō what organisation in their community they thought needed our support, Swim Well Taupō was the clear winner. The water safety and swimming lessons that Swim Well provides really help to create a safer, more capable Taupō community, and that’s really important to us,” Ms Porou says.

Online entries for the 2015 Cycle Challenge event are now open. To find out more visit www.cyclechallenge.com.

ENDS

About Contact

Contact is one of New Zealand’s largest electricity generators and retailers. We keep the lights burning, the hot water flowing and the BBQ fired up for around 562,500 customer across the country. Powering the country with electricity, natural gas and LPG, our team of around 1,050 lives, works and operates in communities throughout New Zealand.
www.contact.co.nz

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