



OLYMPIA HANDBALL CLUB ANNOUNCES PARTNERSHIP WITH SALON CONTEMPORARY LTD

12 August 2009

Olympia Handball Club today announced that it had entered into a sponsorship agreement with Salon Contemporary Ltd. The sponsorship agreement is initially for the 2009/10 season but both parties are looking to this as a long-term partnership to develop and support handball in the country.

Salon Contemporary is a groundbreaking art-as-a-lifestyle promoter that aims to support new talent, carefully selected from the leading arts schools in the United Kingdom. Through this approach, Salon Contemporary offers an array of original works that explode on to the arts market with refreshing vivacity.

Tobias Julen, Chairman of Olympia Handball Club said the following about the arrangement:

"Everyone within English Handball saw Olympia progress over the last season, from a team that would linger in the middle of the League table to a team full of talent and a team that could compete for titles. Over the coming seasons, we aim to build further on this. The move towards a more professional team started last season through the recruitment of new players, the set-up of a women's team and the appointment of our very highly appreciated physio.

With a move to double the number of training sessions and stepping up the search for further coaching staff we are taking this a step further in the coming season. The support from Salon Contemporary will play a huge role in this. While the funding support is of course of great importance to the Club, we are most excited about the additional support which Salon Contemporary is offering us through their networks and contacts. This will allow us to link in with the local community, attract additional funding opportunities and further build the Club for the future."

Samir Ceric, Director and Curator of Salon Contemporary, commented:

"Salon Contemporary is on a mission. It's a mission to champion artists, to bring art to the people, and to break down the barriers surrounding the art community. But it goes past making art accessible. Salon wants to take art and combine it with fashion, combine it with food, combine it with music – Salon wants to take art and make it a reachable and integral part of people's lives. As part of this quest for better, healthier living, Salon wants to show that art can be new and revolutionary. Salon wants to show that a well-rounded life includes art, and sport, and all of these other elements. This partnership between Salon and Olympia is the first step in introducing a major new sport to Britain. It's also the first step in a socially-conscious campaign to improve Briton's lives – everywhere, not just in the arts community. "

Commenting on behalf of the England Handball Association, Stephen Jones (General Secretary) said:

"England Handball is very pleased that Salon Contemporary has taken the opportunity to sponsor Olympia Handball Club for the coming season. With the 2012 London Olympics only a few years away, Olympia has huge ambitions of taking advantage of the Olympics to develop an all-inclusive club for all ages. With Salon Contemporary's support I am sure that both parties will develop a successful long-term relationship"

As part of the agreement, Olympia Handball Club will be playing in tops decorated by the Salon Contemporary logo this season, with the first match played against Versailles on 29 August 2009.

For further information, please contact Olympia Handball Club on info@olympiahc.co.uk

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