

Media Release
Thursday 12th April 2012

FBD Announced as New Sponsor of Ireland's Top Youth Cyclists

FBD Get Back on the Cycling Track as Title sponsors of Talent Team 2020

FBD Insurance today announced a three year deal with Cycling Ireland's Talent Team 2020, the high performance squad aimed at preparing Irish youth cyclists to be genuine medal contenders in the 2020 Olympic Games.

No stranger to the cycling world with their history of sponsoring the Rás, FBD is now facilitating the selected Talent Team cyclists access to a wealth of top level coaching, sports science support and several opportunities to compete internationally each year.

The sponsorship is for at least three years and adds to the already impressive FBD sponsorship portfolio which includes The FBD All Ireland Football Sevens, The FBD Connect League, the FBD Barton Cup and the company will soon announce another new sponsorship within the tennis world.

At the announcement in Corkagh Park's new cycling circuit, were representatives from FBD, Cycling Ireland and the latest hopefuls to join the Talent Team, including Captain Mark Downey who represented Ireland at the European Youth Olympics in Turkey 2011 and Michael O'Loughlin who has recently been selected for Canyon Young Heroes Team which comprises the 16 most promising youth cyclists in Europe.

The FBD Talent Team 2020 is a long-range project which aims to expose the members to best practice and to develop the current 13 to 16 year olds along a development pathway which is tailored to their individual needs cognizant of the fact that they are all secondary school students.

Speaking at the announcement, Martin O'Loughlin, Talent Team coach and current Irish Olympic Cycling manager, commented, "It is with deep gratitude that we welcome FBD's support to help us develop our country's next generation of cycling champions."

"We are equally thrilled by the fact that despite the current economic climate, FBD have shown the commitment to invest in this initiative for the next three years and beyond that again."

Adrian Taheny, Sales & Marketing Director with FBD said, "FBD's connection with the cycling world goes back many decades with its title sponsorship of the Rás and we are now delighted to come on board with Talent Team 2020 so that we help shape the future champions of the cycling world."

The team, which comprises of eight riders has already had three training sessions over the winter in Dublin, Kilmessan, Co. Meath and Clonmel with inputs from Irish professional cyclists Sam Bennett and Ronan McLaughlin, and Cycling Ireland's Anti-Doping Officer Declan Byrne.

The FBD Talent Team 2020 will compete for the first time in the Youth Tour of Scotland over Easter. Further racing excursions are planned to Belgium and Holland in August.

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