



## Sligo GAA and AbbVie Unveil 2019 County Strip as Sponsorship Extension is Announced

- Sligo GAA reveals new-look white jersey at AbbVie's facility on the Manorhamilton Road
- Biopharmaceutical company extends current sponsorship deal with the Sligo county board
- Unique partnership forms part of AbbVie's ongoing commitment to improve the health and wellbeing of local communities
- Sligo will debut the new kit on Sunday 27<sup>th</sup> of January for their first 2019 Allianz National League game against Carlow in Netwatch Cullen Park

Sligo GAA officially unveiled its 2019 jersey and kit during a special launch event at AbbVie's Manorhamilton Road facility in Sligo today. The County Board recently told club delegates at its Annual County Convention that the company had agreed to extend its sponsorship of the county for a further three years.

The biopharmaceutical company, which has two manufacturing plants near Sligo town, agreed an initial three year sponsorship deal with the county board in 2015. It saw the AbbVie logo appear on all Senior, U-20 and Junior football team jerseys, and this announcement will extend the partnership until the end of the 2021 season.

AbbVie continues to be the only multinational pharmaceutical company in Ireland to sponsor an inter-county GAA team.

Members of the Sligo senior squad, including Niall Murphy and Sean Carrabine, showcased the new strip at the company's Manorhamilton Road facility. The striking white jersey continues to feature the AbbVie logo on the front and associated sponsor branding from IT Sligo on the back. It also sports black sleeves with red detailing, dark grey shadow hoops, a Sligo crest embossed on the lower back and the title of the WB Yeats play *The Land of Heart's Desire* on the collar. It is the first time the county have worn white since the middle of the 2001 season.

The jersey will make its first competitive appearance on Sunday 27<sup>th</sup> of January next when Sligo begin their Division 3 campaign against Carlow at Netwatch Cullen Park.

Commenting on the three year sponsorship agreement, **Peter Greene Treasurer of Sligo GAA**, said: "AbbVie's continued support is critical in assisting Sligo county teams compete at the highest level. The extension of the company's sponsorship arrangement coincides with a very positive outlook for the county, including the creation of a passionate, home-based management team and the launch of our redesigned jersey for the 2019 season."

**Darragh Pattwell, Site Director at AbbVie's Manorhamilton Road site**, said: "We are delighted to extend our sponsorship arrangement with Sligo GAA for the next three years and help to further nurture the sport across the county. This commitment reflects the positive role the game plays in

young peoples' lives and our mutual ambition to improve health and wellbeing in our local communities."

AbbVie has two plants in Sligo, one in Ballytivnan and the other at Manorhamilton Road and many of their 300 plus staff members, including Neil Ewing a former captain of the Sligo Senior Football team, are actively involved in the sport.

**Columba McGarvey, Site Director at AbbVie Ballytivnan's site**, said: "AbbVie's support of Sligo GAA has been an incredibly positive experience for the company. Seeing the AbbVie logo on the front of the jersey instils employees with a great sense of pride – and that includes employees working at our sites in Cork and Dublin. We look forward to another exciting season and wish the team and management the best of luck in the coming months."

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**Media Contact:**

Andrew Shaw

Communications Manager

AbbVie

+353 (0) 87-7525-445

[andrew.shaw@abbvie.com](mailto:andrew.shaw@abbvie.com)

Robert Love

Director of Communications

AbbVie

+ 353 (0) 87-8128-770

[robert.a.love@abbvie.com](mailto:robert.a.love@abbvie.com)

**About AbbVie**

Founded in 2013, AbbVie is a global, research-driven biopharmaceutical company committed to developing innovative advanced therapies for some of the world's most complex and critical conditions. It employs more than 700 people at five manufacturing and commercial sites across Ireland. The company's commercial headquarters is based in Dublin as is a separate international manufacturing and engineering services centre. AbbVie has two manufacturing plants in Sligo and one in Cork.

The company's mission is to use its expertise, dedicated people and unique approach to innovation to markedly improve treatments across four primary therapeutic areas: immunology, oncology, virology and neuroscience. In more than 75 countries, AbbVie employees are working every day to advance health solutions for people around the world. For more information about AbbVie, please visit us at [www.abbvie.com](http://www.abbvie.com). Follow @abbvie on Twitter, Facebook or LinkedIn.

