CANTERBURY ANNOUNCES KEVIN SINFIELD, AS THEIR NEWEST BRAND AMBASSADOR

Friday 25 October, 2013

Canterbury has today announced that England Rugby League and Leeds Rhinos captain, Kevin Sinfield, has become its latest ambassador.

As part of the agreement Sinfield will endorse the brand's comprehensive range of rugby and lifestyle clothing.
Sinfield is a rugby league powerhouse; he is Super League's all-time leading points and goal scorer, has captained Leeds Rhinos for over a decade leading them to six Super League Grand Final victories and three World Club Challenge titles. In 2012 Sinfield was awarded the England captaincy and led them to an Autumn Internationals series win in his first tournament as captain of the national side. It is no surprise that he is the current holder of the Rugby League World 'Golden Boot' award.

The new deal is a result of Canterbury's dedication and desire to have global representation across all codes of the game, adding to the brand's already impressive portfolio of Rugby League assets which includes the likes of the Australian National Rugby League Team, Queensland and New Zealand Warriors.

It is and exciting time for Rugby League as tournaments such as Australia's State of Origin series and Europe's Super League Grand Final become more popular the world over, this announcement also comes on the eve of the Rugby League World Cup 2013, which kicks off tomorrow at Cardiff's Millennium Stadium.

Kevin Sinfield said:
"Canterbury is rugby, it is what they do and I'm extremely excited to be an ambassador for a brand so dedicated to all codes and levels of the game."

Canterbury's CEO, Chris Stephenson, said:
"We are delighted to announce Kevin Sinfield has joined the Canterbury brand ambassador stable. Kevin epitomises everything that is good about the game. His career to date has been fantastic. He is a true role model and inspiration for anyone playing the game. We are looking forward to working with Kevin and wish him every success in the forthcoming Rugby World Cup"

Kevin Sinfield is the latest player to agree an individual partnership with Canterbury, following the recent announcement of England 7s hooker Rob Vickerman. They follow in the footsteps of England and Leicester Tigers Geoff Parling and Thomas Waldrom, South Africa's Bryan Habana, and former England star, Will Greenwood.

About Canterbury
Canterbury has more than 100 years of history in rugby and has previously provided playing shirts to the New Zealand All Blacks, Australia, and Ireland. It is currently team kit supplier to England Rugby and South Africa as well as reigning Aviva Premiership champions Leicester Tigers, three times Heineken Cup winners Leinster and Cardiff Blues. Canterbury has been a keen supporter of grassroots and development level rugby for many years and currently supplies playing apparel to hundreds of school and club sides through the UK. The company's global HQ is based in Stockport, England.

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