

22nd June 2016

Gerflor sponsors Lillington Juniors FC U'13 Boys

Making a difference to someone's life, or perhaps their ability to participate in drama, the arts or sport is where community involvement takes on a meaningful presence.

International flooring and interiors specialists Gerflor make it a priority to engage with local charities and deserving causes...it's at the very core of what they stand for.

When a Leamington Spa-based junior football team approached Gerflor for some help with their U 13' Boys Team the French flooring giant where only too pleased to become involved.

Lillington Juniors FC based in Leamington Spa, Warwickshire is built on truly ethical values that allow children to learn and develop their football and social skills in a fun and safe environment. They are an FA Charter Standard Development Club and a Nike Partner Club providing FA qualified coaching to boys and girls between the ages of 5-13 years old. Ryan Cranton, Director, Trustee and Head Coach, Lillington Juniors FC started the club in November 2013 for his youngest son so he had somewhere to play football and then decided to set up a total of 6 teams across different age groups in their first season, so that other children had an opportunity to play football regardless of ability.

Ryan Cranton commented, "We do not 'cherry pick' the best players, unlike some other local clubs, we firmly believe that all children should have the opportunity to play football regardless of ability". He added, "it's our aim to further expand the opportunities for children to be able to play football in the Leamington Spa, Warwick and Kenilworth areas. We are always extremely grateful for any support to ensure that we can financially cover the demand that we are seeing from new players joining our club on a weekly basis". Ryan Cranton went on to say, "we were awarded the FA's Charter Standard Development Club of the Year in 2015, which was unheard of for a club just two years old. We have now grown to 12 teams this season, with over 150 children, and next season this will increase to 18 teams including two girl's teams and a men's team, with over 210 children participating".

Ryan Cranton further said, "An employee at Gerflor has a grandchild who plays in one of our teams. That particular teams' coach is also an employee of Gerflor too, therefore our football club is very close to the heart of these employees. Gerflor is a very reputable employer in the local area and as such we approached them to discuss the possibility of a partnership".

Nav Dhillon, UK Marketing Manager, Gerflor commented, "as a company we are committed to supporting local communities in sports with the development of young people. It's all about making a difference and adding value into the community where we can. This two-year sponsorship of Lillington Juniors FC U' 13 Boys Team does exactly just that. We were delighted to be able to help them, supporting the future generations in sport".

Ryan Cranton finally said, "The generous sponsorship from Gerflor will ensure that the sponsored team will have a new team kit and new equipment for the next two seasons, essential for the running of a football team. We are delighted to have secured the sponsorship from Gerflor and would like to thank them. We now look forward to working closely with them over the next two seasons".

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