

NEWS RELEASE

Cowboys cameo for Sam the cane train

In addition to the North Queensland Cowboys' 9th-straight winning performance, Sam the cane train was the other star of Saturday night's home game against the Manly Sea Eagles.

Wilmar Sugar's cane train safety mascot proved a big hit with Cowboys fans of all ages, attracting lots of attention both on the ground and around the stadium.

The Cowboys' Community Relations team offered Wilmar Sugar the opportunity to promote cane train safety at the stadium's Community Corner space for the 30 May game.

Wilmar Sugar Community Relations Manager Kylie Newman said employees handed out cane train safety flyers, Sam temporary tattoos and silicone wristbands at the Community Corner and also the eastern and northern entry gates.

"Our new cane train safety television ad, which was developed with Mackay Sugar and Tully Sugar, was also played on the big screens during the night," she said.

"All of our mills are located in the Cowboys' supporter heartland between Ingham and Sarina.

"With the crushing season starting this month it was a great opportunity to get the cane train safety message out.

“It was a really positive community engagement activity for us – made even better when the Cowboys got another win.

“We’re very grateful to the Cowboys for offering us the opportunity to promote cane train safety.”

Sam was so popular the Cowboys have invited him back for future games.

ISSUED BY : Wilmar Sugar Australia Limited
CONTACT : Kylie Newman (Community Relations Manager)
DURING OFFICE HOURS : (07) 4722 1958 or 0409 272 794
EMAIL : kylie.newman@wilmar.com.au

3 June 2015