



MEDIA RELEASE FROM THE AUSTRALIAN FOOTBALL LEAGUE

Goodlife Health Clubs announced as an Official Supplier to the AFL Female Football Programs

Goodlife Health Clubs have today strengthened their involvement in Australia's biggest game by becoming an Official Supplier to the AFL Female Football Programs.

The announcement bolsters Goodlife's ongoing partnership with the AFL, following the already established relationship with the league's diversity department over the past two years.

Goodlife's support of the AFL Female Football Programs will see state youth and senior female academy players provided access to the Goodlife Health Clubs gym network, which now spans across five states and 77 clubs.

AFL General Manager Game and Market Development Simon Lethlean said joining forces with Goodlife Health Clubs would ensure the best physical outcomes for the state youth and senior academy players at a time when the industry focuses on elevating the women's football into a national competition.

"The partnership with Goodlife allows us to provide the state female academy players with high standard training facilities and resources wherever they are based around the country as we lead into the 2017 national women's competition," Mr Lethlean said.

Goodlife Health Clubs Corporate & Commercial Sales Manager Clare Gioules said teaming up with the AFL Female Football Programs would allow them to support some of Australia's future sporting stars both on and off the field.

"We are very proud to be extending our partnership with one of the most iconic sports in Australia and in particular its female programs," Ms Gioules said.

"The AFL Female Football Programs share a strong strategic alignment with Goodlife's commitment to supporting females in fitness, sport and career.

“We look forward to supporting the AFL Female Program’s up-and-coming players to reach even higher levels of health and fitness,” she said.

Goodlife Health Clubs is one of the fastest growing gym networks in Australia with 77 locations across the country and supporting more than 220,000 members to live healthier and more active lifestyles. The company’s mission is to get more Australians moving and living the “Goodlife”.

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A photograph of three players from last week’s Youth Girls National Championships at the Goodlife Health Club in Docklands, Melbourne is available upon request.

Issued:

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