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MEDIA RELEASE

Waterloo Wind Farm announces five-year sponsorship of the Marrabel Bull Ride

Waterloo Wind Farm is delighted to announce a five-year sponsorship deal with the Marrabel Rodeo Club for its popular Marrabel Bull Ride event.

The action-packed event, which is held in February each year as part of the National Professional Bull Riders (PBR) circuit, is a highlight of the region's social calendar and brings together local families and visitors for a huge night of entertainment.

The sponsorship is part of Waterloo Wind Farm's ongoing commitment to support the local community and promote the economic growth of the region.

Waterloo Wind Farm's Community Engagement Manager Hannah Willson explains:

"We're extremely proud to partner with the Marrabel Rodeo Club, who have a strong history in the region and are dedicated to supporting the local community."

"The Marrabel Bull Ride is not only a fantastic family event, it also brings a significant economic boost to the region by attracting visitors from out of town, which provides flow-on benefits to local businesses."

"One of the reasons we chose to support the Marrabel Rodeo Club was because of their focus on sharing benefits with the community."

Each year Marrabel Rodeo Club invites local community groups and sporting clubs to provide catering and other services at the event as a way to raise much-needed funds. On average these efforts raise around \$15,000 each year for the groups involved.

Marrabel Rodeo Club president Andrew Allchurch said the Club was thrilled to be working with Waterloo Wind Farm:

"Their sponsorship guarantees we can continue to run this much-loved community event for the next five years. It has been a tough season for our farmers, so it's even more important to be able to bring people together for a great night out as well as to raise money for local groups and clubs."

"The Marrabel Rodeo Club was started by local farmers in 1935 and now we have fourth generation farming families involved – so we have very strong roots in the community which is really special."



Next year's Marrabel Bull Ride will take place on 16th February 2019. The event is expected to attract around 4000 people.

Marrabel is located approximately 18km from Waterloo Wind Farm, around 100km north of Adelaide, and halfway between the Barossa and Clare Valleys.

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For media enquiries please call Claire Holster on 0451 221 283.