



Croquet Association of Ireland partners with Sherry FitzGerald and NCC to launch Ireland's International Women's Challenge and to promote women in sport.

- **Sherry FitzGerald and NCC are to become an official partner of CAI's International Women's Challenge against Spain this coming September.**
- **The event will take place over three days and across two clubs with both partners collaborating with CAI to promote the event and women in sport.**

The Croquet Association of Ireland (CAI) has partnered with Sherry FitzGerald, Ireland's largest property advisory firm and NCC (National Chemical Company) a leading raw material and chemical sourcing specialist to create a significant women in sport collaboration for its upcoming International Women's Challenge.

As part of the partnership, Sherry FitzGerald and NCC will become official partners of the CAI's International Women's Challenge which takes place between the 13th and 15th September. The three-day event will see the Irish Women's Team take on their Spanish counterparts and will take place in Dublin across two clubs, Carrickmines Croquet & Lawn Tennis club and Herbert Park Croquet Club.

Following an extensive twelve-week training programme, the CAI recently chose its thirteen strong match play squad to represent Ireland. Both official partners will now look to support the representative side through a variety of activity over the coming month as well as driving CAI's Women in Sport awareness.

Since its creation, the CAI's Women in Sport programme has flourished. It has been largely responsible for an influx of new players, an increase in female leadership roles and driving the promotion of croquet as a competitive sport in Ireland.

Through this partnership, Sherry FitzGerald and NCC are looking to show their support for Irish women in sport and in addition, contribute to local community sporting initiatives.

Croquet has a proud history in this country, with strong origins dating back to the 1830's before moving abroad. It is our goal to celebrate its Irish history as well as promote croquet as a gender-equal, inclusive and low impact sport which is accessible to all ages.

Speaking about the new partnerships, Gemma Corr, Vice Chairperson CAI & Women in Sport lead said:

“The CAI is delighted to begin this partnership with both Sherry FitzGerald and the National Chemical Company. We hope to strengthen our base in the local communities of Ballsbridge and Carrickmines through the joint promotion of our brands. Sherry FitzGerald and NCC are contributing to the training, coaching and active participation of our female sports representatives who will compete in this event.”

Christopher Bradley, Director, Sherry FitzGerald added:

“ Our business is deeply rooted in communities all over Ireland, so we are delighted to partner with CAI in this event. We have branch offices in both Ballsbridge and Foxrock, so we are more than happy to lend our support locally.”

Speaking about their involvement, Alan Looney, Managing Director of NCC stated;

“We are delighted to be associated with this growing, enjoyable and stimulating sport in Ireland which is equally suitable for all age groups. We are particularly proud to be associated with the emerging Women’s International team and wish them every success.”

The Croquet Association of Ireland (CAI) is the national governing body for the sport and was formed in 1985.

To learn more about croquet, please visit www.croquetireland.com.

For further information, please contact:

Gemma Corr

**Vice Chairperson CAI
Women in Sport Lead**



Gemma Corr, Women in Sport Lead, CAI, Christopher Bradley, Director, Sherry FitzGerald and Laura Conway, Associate Director, Sherry FitzGerald, Ballsbridge pictured at Herbert Park Croquet Club



Gemma Corr, Women in Sport Lead CAI, Alan Looney, Managing Director, NCC and Kieran Lombard, Marketing and Communications Manager, NCC pictured at Carrickmines Croquet & Lawn Tennis Club