Press Release: 2 July 2009

NEW LOOK FOR FORSYTH BARR STADIUM AT UNIVERSITY PLAZA

Forsyth Barr Stadium at University Plaza in Dunedin has a new logo and brand identity.

Stadium Trust Chairman Malcolm Farry said the new brand reflects the Stadium's role as the southern region's leading light for entertainment and events.

"The Stadium will be an active, inspirational and invigorating venue. Performers and audiences at live events will create an unbeatable energy and the new brand captures that vibrant and energetic spirit both inside and out.

"The curved stadium aurora symbol depicts the outline of the stadium's transparent roof, the changing moods of night and day and the thrill of the atmosphere inside the Stadium reaching skywards," said Mr Farry.

In January this year the Stadium Trust secured Forsyth Barr as the Head Naming Rights partner for the new Stadium. Forsyth Barr joined forces with the University of Otago which lends its name to the Stadium Plaza in recognition of their significant presence in the development.

Forsyth Barr Managing Director Neil Paviour-Smith said his company was proud to be associated with the Stadium.

"Our business is based on strong relationships with our clients and we have always sought to provide meaningful and relevant support back to New Zealand. Forsyth Barr Stadium at University Plaza will become a highly visible part of Otago and beyond – making a real contribution to New Zealand's sporting and cultural life.

"Forsyth Barr, the Stadium and University of Otago make a great partnership. The Stadium development parallels our focus on leadership and innovation and reinforces our long and proud history with Dunedin," said Mr Paviour-Smith.

Mayor Peter Chin said: "We are delighted with the partnership forged between Forsyth Barr and the new regional Stadium. Forsyth Barr has long been regarded as a leader in financial services with a business which began right here in Dunedin and now operates throughout New Zealand.

"The involvement of Forsyth Barr is a statement about its belief in the benefits of the Stadium for the community and the excitement that will attract to the Stadium as a southern showcase. The new brand symbolises the passion and excitement that the new Stadium will generate for spectators, players, performers and the community," said Mr Chin.

The Forsyth Barr Stadium at University Plaza logo accompanies this release. A full branding kit is available on request.

The correct name for the new stadium is "Forsyth Barr Stadium at University Plaza", replacing the "The Otago Stadium" brand.

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