

PRESS RELEASE

November 2022



OCHC / RoosHockey Partnership Announcement

Old Cranleighan Hockey Club (OCHC's) are pleased to announce RoosHockey as their first ever technical partner in this exciting deal for both parties.

"RoosHockey are a young and growing brand. A perfect technical partner for Old Cranleighan Hockey Club who are fast becoming a major player in the English Hockey World. With both key family values, with the rapid growth of the Junior Section, as well as bigger aspirations within the National League currently for the Men's 1st XI and the fast track of the Ladies 1st XI, the philosophies of RoosHockey and OCHC are well aligned and it is an exciting prospect for us as an up and coming brand!" said Kulwinder Jutla, Founder at RoosHockey.

RoosHockey have already been highly active at Old Cranleighan Hockey Club last season sponsoring the Golden Stick award alongside a number of brilliant giveaways at the Men's 1st XI games adding to the excitement of the matchday experience helping to draw in crowds of 200 plus adding free sticks at half time.

RoosHockey also currently sponsor Ollie Davis, current 1st XI Captain and Brand Ambassador former Pakistan Olympic Captain Muhammed Irfan, who was instrumental in initiating the partnership.

RoosHockey will be providing OC's with technical hockey equipment in a number of areas to help grow both partners and are working with the club to provide a OC Line of equipment in the famous #BlueandOrange colorways which will be launching soon. However, concentrating on grass roots as well as National League level, which is key for both parties, the partnership encourages providing high-quality top-level equipment which comes at an accessible price point for all levels of the game. With so many expensive brands out in the marketplace at the moment the equipment cuts out the retail middleman and passes the margin onto the end user which in the current economic climate is imperative to keep hockey accessible.



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**- Kulwinder Jutla,
Founder of RoosHockey**



Press Release (Cont.)

OCHC's Director of Hockey (Ex GB International) David Mathews commented, "RoosHockey are an amazing proposition and come with the right values for our club. We are so pleased to be aligned at all levels with the Brand whether a 6-year-old is starting hockey for the first time, through to players returning to Hockey through our Back to Hockey program up to our Men's 1st XI ex Internationals.

It is a true brand that really care for the game, which is imperative to the core values at Old Cranleighan Hockey Club. Having grown organically like RoosHockey both OCs are on an exciting journey and are pleased to be able to work with Kulwinder and RoosHockey to grow in the right way, without forgetting our roots and where we have come from. We are so pleased to be able to be a pioneer at this exciting time for the Club and for the Brand. We look forward to forming a longer-term relationship which benefits both parties, but ultimately provides high quality technical equipment to all players at the club and in the local community.

RoosHockey equipment will be available to OC Members at a preferred rate, and online at www.rooshockey.com. For more information, please get in touch with Cato (Head of Sponsorship & Partnerships) for any immediate enquiries.

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OLD CRANLEIGHAN
HOCKEY CLUB

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**- David Mathews,
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