



NatWest Island Games 2011
25 June – 1 July

q

PRESS RELEASE

10 December 2010

CLOTHING MERCHANDISE FOR THE NATWEST ISLAND GAMES 2011 NOW AVAILABLE

A creative and colourful range of clothing for the NatWest Island Games 2011 has now been produced by the Island Games Association (IW) and is available to purchase at outlets around the Island at special introductory prices until 31 December 2010 – making them ideal Christmas gifts.

The clothing range, which is suitable for all age groups, includes t-shirts, hooded sweatshirts, polo shirts and baseball caps in a variety of colours – hot pink, sapphire, purple, sky blue, white and black. Some of the designs include the 2011 date made up with the names of the 25 Islands taking part. Children's t-shirts are also available with the squirrel mascot. Prices start at £8.

The merchandise is available to purchase at all Tourism Information Centres with Sandown and Ryde TICs carrying the full range, Medina Leisure Centre and The Heights at Sandown.

Island athletes, including Gold Medalist Andy Frost, have been involved in modelling the new range of clothing.

Gary Smith, member of the Island Games Association (IW) organising committee comments : "We have tried to create a range of clothing to suit all. From 3 year olds upwards with subtle logos and a great range of colours. On the childrens T Shirts we illustrate our logo the Red Squirrel shown competing in a range of sports that will take place in next years NatWest Island Games."

All profit from the sale of the merchandise will go directly towards the running costs of the NatWest Island Games 2011.

To find out more about the NatWest Island Games 2011 and how you can get involved, visit :

www.natwestislandgames2011.co.uk.

ENDS.

NOTE TO EDITOR

1. Could you please refer to the event as the 'NatWest Island Games' (not "Island Games" or "The Games") at the start of articles and in headlines, and the 'Games' mid copy, as appropriate. Thank you.

2. Please find attached a selection of images for your use.

3. Background :

- The International Island Games were established in the Isle of Man in 1985 and today include 25 member islands in, or associated with, the nine sovereign nations of Canada, Denmark, Estonia, Finland, Greece, Norway, Spain, Sweden, UK plus the Caribbean :

Aland	Alderney	Bermuda
Cayman Islands	Falkland Islands	Faroe Islands
Froya Islands	Gibraltar	Gotland
Greenland	Guernsey	Hitra Islands
Isle of Man	Isle of Wight	Jersey
Menorca	Orkney	Prince Edward Island
Rhodes	Saaremaa	Sark
Shetlands Islands	St Helena	Western Isles
Ynys Mon		

- In 1999, NatWest became the title sponsor of the Island Games which has become one of the largest participation events in the world behind the Olympics and Commonwealth Games.
- The NatWest Island Games 2011 are being run by the Island Games Association (Isle of Wight) supported by the IW Council, which is also a sponsor.
- The 25 member islands compete every two years around the world in a range of up to 14 sports chosen by the host island from a list of 18.
- Sports chosen for 2011 are :
Archery, athletics, badminton, basketball, cycling, football, golf, sailing inc. windsurfing, squash, swimming, shooting, table tennis, tennis, volleyball
- An Arts Council grant of £94,099 funded by the National Lottery has been awarded for a spectacular Opening Ceremony which will be held in Ryde on 25 June and will include over 1000 young people in a carnival style extravaganza. The Closing Ceremony will take place on 1 July at Cowes Yacht Haven / Marina.
- The NatWest Island Games were last held on the Isle of Wight in 1993.
- Further information is available at www.natwestislandgames2011.co.uk and www.islandgames.net

For further information please contact :

Michelle Russell, Marketing & Communications, NatWest Island Games 2011
m. 079298 47665 e. michelle@natwestislandgames2011.co.uk