

# PRESS RELEASE

## Off the Ball's Dave McIntyre is on his bike for GLS

**Dublin, 17 July 2018. Sports commentator Dave McIntyre has been named 2018 GLS sporting ambassador for the logistics company's Triathlon Ireland sponsorship.**

A seasoned sports journalist, commentator and presenter on News Talk's popular Off The Ball sports show, McIntyre is currently in training for his first ever triathlon, the Dublin City Triathlon, to be staged in September. This week saw his first open sea swim training, and the triathlon novice has a rigorous schedule of swimming, cycling and running to complete over the summer, as well as gym training.

Not only is the GLS ambassador supporting the company's mission to promote the multi-discipline sport, but he is also determined and believes it is important too to help a charity, as McIntyre explains.

"I have always wondered if I had it in me to complete a triathlon, so I jumped at the opportunity to work with GLS. And, to keep me on target, I'm also raising funds for the Peter McVerry Trust, and have set up a GoFundMe page for anyone who wants to support my triathlon attempt", the sports commentator said at the GLS launch.

Dave McIntyre is donating his full GLS fee to his triathlon fundraising campaign and, in recognition of the Dubliner's generosity, GLS has also committed a further charity donation to kick-start his fundraising attempt.

"We are delighted to welcome Dave McIntyre on board as our GLS Triathlon Ireland ambassador, and wish him great success in his athletic endeavours and his fundraising", Andreas Rickert, Managing Director of GLS Ireland says. GLS Ireland, a leading company for parcel delivery in Ireland and abroad, has invested extensively in a four year sponsorship deal with Triathlon Ireland, in support of the national sporting association's 2020 strategic development plan.

The strong growth of cycling and multi-sport events like triathlon, and duathlon has seen Triathlon Ireland boost its membership to almost 20,000 individuals, with over 200 annual race events, the length and breadth of the country.

## **All Fitness Levels**

The four year GLS Ireland sponsorship commitment supports Triathlon Ireland's agenda to both develop elite athletes and promote wider participation in the sport by people of all fitness levels, according to Chris Kitchen, CEO of Triathlon Ireland. "Sponsorships fund our strong and growing club scene that fosters amateur enthusiasts, like Dave McIntyre, as well as the elite triathletes that will represent Ireland in the future, right up to our Tokyo 2020 Olympics challenge", the Triathlon Ireland CEO said.

Uniquely, the sporting discipline appeals to both casual fitness fans and to top athletes. The Taoiseach Leo Varadkar and personalities including Keith Duffy, Rosanna Davison, and Kathryn Thomas have all completed triathlons, as have sporting legends like Fionnuala Britton, Sonia O'Sullivan, and David Gillick. Former Dublin GAA captain Bryan Cullen, also a GLS sporting ambassador, completed his first triathlon last year.

The Managing Director of GLS Ireland says: "The widespread appeal of triathlon for health and fitness enthusiasts, and its unique accessibility, encouraged the company's support."

## **Ireland's Fastest Growing Sport**

Triathlon continues to be one of Ireland's fastest growing sports, with double digit growth in Triathlon Ireland membership every year for the past five years its CEO says. "For the most part, competitors are not all about winning medals or enjoying spectacular success, just the personal sense of achievement and the fitness boost in amazing scenic locations", Chris Kitchen of Triathlon Ireland says.

The first modern triathlon event was believed to have been held in San Diego in California as recently as 1974, and Ireland's first triathlon event took place in Skerries, County Dublin, in 1983, with the first National Championships held that same year in Greystones, County Wicklow.

## ***GLS Ireland and the GLS Group***

GLS Ireland is a subsidiary of General Logistics Systems B.V. (headquartered in Amsterdam). GLS realises reliable, high-quality parcel services for over 270,000 customers, complemented by logistics and express services. "Quality leader in European parcel logistics" is GLS' guiding principle, sustainability being one of the core values. Through wholly owned and partner companies, the Group provides a network coverage of 41 European and eight U.S. states and is globally connected via

contractual agreements. About 50 central and regional transshipment points and over 1,000 depots and agencies are at GLS' disposal. With its ground based network GLS is one of the leading parcel service providers in Europe. GLS counts about 18,000 employees and every day about 30,000 vehicles are on route for GLS. In the financial year 2017/18 GLS achieved revenues of 2.9 billion euros and transported 584 million parcels.

More information about GLS: [gls-group.eu](http://gls-group.eu)

More information about the GLS sponsorship of Triathlon Ireland:

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