**ISSUED ON BEHALF OF STENA LINE**

**July 1, 2014**

**STENA LINE RENEWS *GIANT* DEAL**

THE Belfast Giants are celebrating after securing their biggest resigning of the season as leading ferry company, Stena Line announced that it will once again become the ice hockey team’s title sponsor, for the fourth successive year.

Stena Line has supported the Belfast Giants, currently the Elite League champions, since 2008, as Diane Poole OBE, Head of PR and Communications, Stena Line, explained: “Our partnership with the Belfast Giants has been a hugely successful one and we’re already looking forward to another exciting season as the team defends their hard-fought title.

“We hope the players can build on their fantastic achievements with even more glory to come in the 2014/15 season.

“Stena Line regularly transports the players, and their loyal fans, to away games in the UK throughout the season as well as visiting teams who come to Belfast for their matches - so we have a real affection for the sport and for the players.”

The Belfast Giants are current Elite League champions and consistently one of the top teams in the league and cup competitions.

Diane continued: “The team is a huge hit with the people of Belfast as well as further afield and are the team everyone else in the league wants to beat. On behalf of everyone at Stena Line, and the loyal fan base who supports them at every match – home or away, we’d like to wish them all the best of luck for the coming season.”

Steve Thornton, recently appointed Head of Hockey Operations at the Stena Line Belfast Giants said: “I am delighted to return to the Belfast Giants and am confident that we can continue our winning streak. Stena Line’s patronage heralded one of the most successful periods the team has ever had so we’re delighted to be renewing our connection with the leading ferry company.

“We have just recorder our highest ever total of Belfast Giants Season ticket holders in the Elite League era following our fourth League title in a season – a great achievement.

“We have our sights set firmly on another league win this year and I can assure everyone that the players are determined to bring another Championship back to the proud city of Belfast. We’ll also be continuing a lot of our outreach work and educational programmes with communities in Northern Ireland so this is shaping up to be another very busy year,” Steve added.

Steve Thornton previously led the Belfast Giants for two seasons, winning both the British Knock Out Cup and the Challenge Cup in 2009, following with a Playoff championship in 2010.

For further information on Stena Line or to make a booking click on [www.stenaline.co.uk](http://www.stenaline.co.uk) call 08447 70 70 70 or visit your local Stena Line office or travel agent. For further information on the Stena Line Belfast Giants visit [www.belfastgiants.com](http://www.belfastgiants.com)

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