

LV= kick off Harlequins sponsorship



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Press Release Summary: LV= has announced that it has become an official sponsor of Harlequins Rugby Club

Press Release Body: **LV=**, the UK based insurance, investment and pensions group, has announced today that it has become an official sponsor of **Harlequins Rugby Club**, with a three year deal.

The deal signifies the strength of the club to attract a new investment, as well as **LV=**'s ability to continue to expand its business even during the current economic downturn.

In addition to branding rights on the team's kit and perimeter boards, the West Stand of the club's home ground, the Twickenham Stoop Stadium, has been renamed the '**LV= Stand**'.

Harlequins play at the top level of English rugby, the **Guinness Premiership**, and also internationally in the **Heineken Cup**, which has started well for the team with a win in both of their first two matches, with a recent 42-21 home victory against Ulster.

LV= has sponsored the most prestigious title in domestic cricket, the **LV= County Championship**, as well as sponsoring a number of community and educational sponsorships local to its headquarters in Bournemouth, but this deal represents the first time that **LV=** has stepped into the world of rugby.

LV= Group Marketing Director David Radford says: *"This is a great opportunity to take our brand in an exciting new direction. Harlequins has a strong heritage and a loyal following in rugby, which matches well with our business target audiences."*

Dean Richards, Harlequin's Director of Rugby comments: *"We're delighted to welcome LV= as an official sponsor. The backing of a brand with a long tradition yet a bright, fresh appeal makes a good match for our club. We look forward to enjoying a successful first season together."*

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About

LV=

LV= is a trademark of Liverpool Victoria Friendly Society Limited (LVFS) and LV= is a trading style of the Liverpool Victoria group of companies.

LV= employs over 2,700 people, serves more than 2.5 million customers and members, and manages more than £7.7 billion on their behalf. LV= is the UK's largest friendly society and a leading mutual financial services provider, aiming to help customers find freedom from financial worry by providing a wide range of reliable and good value financial products, including [home insurance](#), [car insurance](#) and pet and [travel insurance](#) direct to consumers.

LV also offers insurance products exclusively to brokers via the Highway and ABC Insurance brands.

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