

FOR IMMEDIATE RELEASE

Jaycar Electronics and the Bayard Foundation Announced as Official Sponsor & Supporter of the Canterbury-Bankstown Bulldogs Female Pathways Program

27/07/2023 - Jaycar Electronics and the Bayard Foundation are pleased to announce a new three-year partnership with Canterbury-Bankstown Bulldogs, one of Australia's pioneering rugby league clubs. Commencing in the 2024 season Jaycar will be known as the Bulldogs Official Pathways Partner as well as the Women's Pathways Partner.

The Bulldogs have Pathways teams participating in the following leagues:

- NSW Cup Reserve Grade
- Jersey Flegg Cup
- Harold Mathews Cup
- S.G. Ball Cup
- Harvey Norman Women's Premiership
- Tarsha Gale Cup
- Lisa Fiaola Cup

If the Bulldogs successfully acquire a licence to play in the NRLW in the 2025 season, Jaycar and the Bulldogs will be keen to explore an option to grow their partnership by having Jaycar coming onboard as a major sponsor of that team.

The partnership between Jaycar Electronics and the Bulldogs was first established by Jaycar's late founder, Gary Johnston, in 2009 and the relationship continued successfully for ten consecutive seasons with the Club reaching the grand final of the NRL competition in 2012 and 2014. Today Gary's wife and Chair of the Jaycar Electronics Group, Kerry-Anne Johnston, an avid Bulldogs supporter, is proudly carrying on this legacy.

Jaycar Electronics and the Bayard Foundation are thrilled about this collaboration and have a vision of empowering women and providing them with the resources and support needed to excel in life and the sport of Rugby League:

"We are delighted to re-join the Bulldogs family and be part of this exciting journey towards creating a legacy for women in rugby league," said Chris Wilesmith, CEO of Jaycar Electronics.

"Together, we hope to inspire and uplift talented female athletes and contribute to the growth and development of the game at every level."

Bulldogs CEO Aaron Warburton was delighted to welcome the partnership news, vowing to utilise funding to help break down the barriers that prevent talented rugby league players from pursuing their elite sporting dreams.

"We share a rich history with Jaycar Electronics having achieved a great number of things together. Both Kerry-Anne and Gary were always firm supporters of the club's philanthropic and community initiatives, continually giving back to and supporting the Bulldogs Rugby League community generously," Mr Warburton said.

About the Bayard Foundation: The Bayard Foundation supports the Arts, Sport, Education & Charities within the communities both in Australia and Overseas. It highlights those programs in need of funding, helping to carry the load. We show compassion, make connections, & help make a difference. <https://bayard-foundation.org/>