**HIMA CEMENT TAKES OVER HEATHENS TITLE SPONSORSHIP**

**Kampala, February 5, 2015**.....Hima Cement and Heathens Rugby team have finalized a Sh300 million sponsorship deal that will see the cement manufacturer become the team’s name sponsor.

The three year sponsorship agreement ushers in a new era for Uganda’s most successful rugby team which will now take the title Hima Cement Heathens.

The sponsorship amount includes Sh140 million for Hima Cement to get the naming rights while the rest will cover the team’s expenses in the next three years. These include ensuring the team is well trained and fully kitted to take part in future matches.

Daniel Pettersson, Hima Cement Country CEO said: “We are thrilled to extend our long history of involvement in rugby with this great partnership. We are pleased to make the association with Heathens as the team embodies many values that we at Hima Cement aim to promote especially the team’s powerful successes over the years.”

Hima Cement has for many years been involved in sports development in the country with an emphasis on Rugby.

“This package is a show of our continued support to developing the community around us. Rugby is one of the fastest growing sports in Uganda. We are committed to playing a major role in developing the local talent,” said Pettersson while signing the contract on Thursday at the Kyadondo Rugby Club.

Heathens was formed in 1999 and has achieved consistent success both locally and regionally including taking home 8 Uganda Cup trophies and many others in other local tournaments.

Hima Cement Heathens head coach, Brian Tabaruka, said the new partnership will see the team performance and morale greatly boosted.

“The partnership with Hima Cement will get us more organized and properly funded to be able to take on future endeavors. For the last few months we have had some challenges and have been training without proper training kits,” he said.

“This also gives us access to first class training equipment which will be coming in soon,” Tabaruka added.

Hima Cement Heathens are set to face off with Kobs this Saturday at Legends Rugby hoping to take the Premiership trophy.

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