



Bardon Latrobe FC

Media Statement

Historic partnership for centenary celebrations

Bardon Latrobe Football Club (BLFC) is pleased to announce Mercedes-Benz Toowong as the clubs naming rights partner for the next two years.

Formed in 1970 by the merger of two of Brisbane's oldest football clubs, Latrobe FC originally established in 1916 and Bardon FC established in 1926. BLFC is one off Brisbane's largest junior soccer club's with over 500 players registered as well as a number of Senior Teams catering for both male and female players up 45.

Club President Rob Wheeler said that this will be the largest partnership in the 100 year history of the club.

"It was important to us in our Centenary year to engage a locally owned and prestigious business that would be of benefit to the entire club and Mercedes-Benz Toowong was the perfect fit for us".

"We are looking forward to working with Mercedes-Benz Toowong in what will be a significant year both on and off the field" Stated Rob Wheeler.

Angus Young, Dealer Principal of Mercedes-Benz Toowong said that he has heard a lot of positive things about the club and its community spirit from both staff members and customers who play or have children playing for the club.

"We are delighted to be partnering with BLFC during their centenary celebrations and beyond. Our sponsorship will be used to Kit out players and help the club continue their journey towards providing players with a strong foundation to further their soccer careers".

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