



**Media Release - Monday, August 08, 2016**

## **Gough Cat to be the power behind the Hororata Highland Games**

The Hororata Highland Games is excited to announce that Gough Cat will be sponsoring the event as the official Heavy Competition partner for the next three years.

“This is a key partnership for the event; Gough Cat’s investment will allow us to continue to grow and deliver a world class competition for the Scottish Heavy athletic event. There is natural synergy between the Gough CAT brand and the Heavy events; power, strength and being at the top of your game to succeed,” said Hororata Highland Games Event Manager, Cindy Driscoll.

Scottish heavy athletics owe its roots to the Highland warriors who would keep in shape between battles by competing amongst themselves with everyday implements. A stone, a blacksmith’s hammer, a tree trunk (caber) became tools for building strength for battle.

Chief Operating Officer - Gough Group, Glenn Stapleton commented, “This event is extremely popular with many Gough Cat customers and potential customers providing an excellent stage to engage with them in a unique and fun setting. While we have invested in the event financially, we are also looking at ways we can add to the entertainment of the day and ultimately be part of its success.”

The event attracts some of the best professional heavy athletes in the world who will compete in the Gough Cat Oceania Heavyweight Championship. This competition provides all day entertainment for the crowd as these guys battle for the championship over eight disciplines which test their strength, athleticism and sheer willpower.

Alongside the professionals, the Gough Cat Amateur Hororata Highland Games Championship allows men and women the opportunity to develop their skills in this sport.

Cindy explained some of the ways the Gough Cat partnership is allowing the Hororata Highland Games to grow the Heavy Competitions; “We committed to providing a pathway into this sport, which can take competitors all over the world, and the support of Gough Cat has enabled us to provide a training opportunity for amateur men and women who want to receive expert coaching in four of the heavy athletic disciplines.

We are very lucky to have 18 times New Zealand Highland Heavy Events Champion, Pat Hellier and Olympic Games athlete (Javelin 1992) and coach of Valerie Adams (2004 - 2008), Kirsten Hellier, coming down from Auckland for to coach the amateur training day.”

This is perfect for anyone who would like to experience what is involved in Heavy Events including rules, technique, training, competitions and development - no experience is necessary. The Amateur training day will be held in the Hororata Domain on Saturday, 3<sup>rd</sup> of September. Places are limited and people need to preregister. Details can be found on the Hororata Highland Games website.

The amateur training day is a great opportunity for people to hone their skills to then compete in the Gough Cat Amateur Hororata Highland Games Championship on the 5<sup>th</sup> of November. More information on the Hororata Highland Games can be found at [www.hororatahighlandgames.org.nz](http://www.hororatahighlandgames.org.nz)

Gough Cat is a leading value added solutions provider to the New Zealand infrastructure, forestry, quarry, mining, transport and power systems industries. They are 100% New Zealand owned, with a comprehensive nationwide branch network and over 80 years’ experience supplying Cat products and services to generations of customers throughout New Zealand.

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