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COCA-COLA LAUNCHES IFA INTERMEDIATE CUP

Belfast, 4th October 2011. Coca-Cola HBC Northern Ireland has launched its sponsorship of the Irish FA's Intermediate Cup, with the first round draw being held at Windsor Park.

This season, 122 teams aim to follow in the footsteps of last season's winners Carrick Rangers to lift the Coca-Cola Intermediate Cup, which is the number one competition in intermediate football in Northern Ireland.

Aidan Murphy, Chairman of the Intermediate Committee, is delighted that Coca-Cola has invested in the competition. He said: "Having Coca-Cola as the sponsor of the Intermediate Cup is fantastic and I would like to personally thank them on behalf of all the teams for their support in these hard economic times.

You just need to have a look at the high turnout of club representatives at today's launch to see how important this competition is to all the clubs in the draw. Being the most coveted trophy to win in Intermediate football, every team will again be raising their game with the aim of lifting the Cup on May Day next year. "

Katie Hutchinson, Events Manager for Coca-Cola HBC Northern Ireland added, "We're delighted to build on our long-standing relationship with the Irish Football Association by extending our sponsorship into the Coca-Cola Intermediate Cup competition, one of the most high profile football competitions in Northern Ireland. We'd like to wish the very best of luck to all of the teams taking part in this year's competition".

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For more information, please contact:

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