



## Recovering Stolen & Lost Containers

Press Release  
1<sup>st</sup> April 2004

### **KEG WATCH Extending 'Spreading The Word'**

As Keg Watch strives to continually improve its effectiveness and service to its members a new sponsorship agreement has been finalised with Leigh Centurions Rugby League Football Club who play at Hilton Park, Leigh, Lancashire in the National League 1. Leigh are favoured for promotion to the Tetley Super League and are subject to a great deal of media interest.

The sponsorship agreement entails the promotion of Keg Watch by having the web site address emblazoned on the players match warm-up tops and home and away travelling polo shirts and the match day apparel of the Physio, Conditioner, Water Carrier and Groundsmen. This is also supported by player and match sponsorship, which gives the benefit of public, address announcements and match programme insertions which will focus on the aims of Keg Watch. A groundside hoarding showing the web site address is also in place within the TV arc. A link from the clubs web site to the Keg Watch web site is also included in the deal and this should be in place by the middle of April.

For additional information about Leigh Centurions visit [www.leighrl.co.uk](http://www.leighrl.co.uk)

**"Keg Watch - actively working to reduce container losses by increasing public awareness"**

Keg Watch Limited operates Keg Line which is a confidential 24 hour freephone number **0800 289 498** and a web site [www.kegwatch.co.uk](http://www.kegwatch.co.uk) for use by any person having knowledge or information regarding containers which are, in their opinion, 'at risk' or ultimately likely to be subject to theft/misappropriation.

ENDS

Editor's Note

Further information can be found by contacting Keg Watch Limited either by telephoning **0800 289 498** or by visiting the web site [www.kegwatch.co.uk](http://www.kegwatch.co.uk).

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