



**Media Release**

**For Immediate Release**

## **Melton Toyota revs up local footy**

*Toyota Good for Footy* is back, and Melton Toyota is revving up players and umpires from the Riddell District League, Melton Football Club and the RDFL Umpires to kick goals both on and off the field.

Grant Harrison, Dealer Principal for Melton Toyota and long-standing supporter of local footy, said he is proud to be lending these local clubs a helping hand.

“These associations are the back-bone of local footy in our area. They provide essential training and skills to aspiring players and umpires, and bring locals together. We’re thrilled to be supporting them through the *Toyota Good for Footy* program,” Grant said.

“Healthy grassroots footy means a healthy AFL, and we’re pleased to be able to take some of the pressure off the volunteers, players and supporters that make local footy tick. It means they can focus more on the game and less on the day-to-day running of the clubs,” he said.

### **Riddell District League**

General Manager for the Riddell District League, Scott McCartney, said each of the 27 clubs in the league benefits from *Toyota Good for Footy*.

“The players give it all they’ve got on the field, and we try to do the same behind the scenes. *Toyota Good for Footy* gives us the opportunity to provide some quality one-on-one mentoring for players throughout the league, which helps to fast track development and improve the quality of their performance,” Scott said.

“Running a local club is not an easy task, and with *Toyota Good for Footy* we are dedicated to providing our clubs with the resources they need to progress, as well as building on the already strong social aspect of the league,” he said.

### **Melton Football Club**

President of the Melton Football Club, Mick Williams, said *Toyota Good for Footy* is allowing the club to invest more time in its players, and focus on keeping its three sides on the ground each week.

“It takes a fair bit of work to keep a club afloat these days – *Toyota Good for Footy* helps to relieve some of the pressure that’s on our volunteers. We have a great network, with volunteers, supporters and players dedicating countless hours to making this club the best it can be,” Mark said.

“The atmosphere around the club is really positive because of the terrific local support. *Toyota Good for Footy* allows us to focus on attracting new players and building up our sides. As a club, we are feeling confident about the future,” he said.

## **RDFL Umpires**

The RDFL umpires, including Senior Coach Steven Giles, said they are pleased to be receiving support from *Toyota Good for Footy* for the third year running.

“As a sport, footy is growing, with more and more members getting involved in umpiring. Similar to a footy club, we have an AFL accreditation process, which essentially means you can grow from umpiring Under 10s games to umpiring the AFL Grand Final,” Steven said.

“*Toyota Good for Footy* is invaluable to the RDFL Umpires. It means we can provide our members with new uniforms, which takes some of the financial pressure off. We are always looking for ways to keep footy affordable,” he said.

During the past three years, Toyota Dealers across Victoria and Southern New South Wales have shown unwavering support to their local clubs, and the *Toyota Good for Footy* program has extended to Tasmania in 2008.

More than 50 Toyota Dealerships have partnered with approximately 130 grassroots clubs in previous years to help improve grounds, fund renovations of clubrooms, and purchase equipment, uniforms and medical supplies.

Since 2005 Toyota’s *Good for Footy* donations have surpassed the \$1 million milestone. Toyota has also recently announced a further \$1 million will be contributed to grassroots football from 2009-2011. For local footy clubs that translates into countless footy boots, goal posts, footballs, maintenance projects and medical kits.

The *Toyota Good for Footy* program is just one way that Toyota supports local communities. Other initiatives include National Tree Day and the Toyota Community Spirit program which works in conjunction with organisations including Australia Business Arts Foundation and Conservation Volunteers Australia.

Please visit [www.toyota.com.au/afl](http://www.toyota.com.au/afl) for more information on the *Toyota Good for Footy* program.