



COWBOYS FLYING THANKS TO SKYTRANS

WEDNESDAY, MAY 18, 2016

THE North Queensland Toyota Cowboys are proud to announce a new Community Partnership with regional carrier Skytrans, which will help the club further unlock new opportunities in the remote Cape towns and communities.

Community engagement within the Cowboys' vast geographical footprint is a key focus for the club, and the new partnership with Skytrans is seen as a vital way to enhance and improve that engagement.

Part-owned by team Cowboys co-captain Johnathan Thurston, Skytrans is now an official Cowboys Community Partner, and the club's Community Engagement Officer and games played record holder Matthew Bowen will be an ambassador for the airline.

"Mango", as he's affectionately known, will travel with Skytrans to remote and regional towns and communities in the role he took up this year following his retirement from rugby league at the end of the 2015 season.

Bowen played 270 games for the club over 13 seasons. In Matthew's new role, Skytrans – as the club's preferred carrier in Cape York – will fly him to these towns where he will make school visits, engage with local leaders and be that vital link between the Cowboys and its valued communities.

Skytrans CEO Mike Thinee said the partnership with the Cowboys made strategic sense and tapped into the carrier's values.

"With the services we run in this remote part of Queensland, we never undervalue how important physical connection is in terms of transporting people to and between communities," Mr Thinee said.

"Family, connection, community ... they're three things that both Skytrans and the Cowboys understand. With Skytrans facilitating this physical connection, the Cowboys can make that community and cultural connection with fans, members and potential members.

"We look forward to working closely with Matty Bowen, who is beloved in all the towns we fly to."

Cowboys CEO Greg Tonner said of the Skytrans partnership: "It's a perfect fit for us ... it complements one of our key objectives – community connection - and taps into our core values, We look forward to partnering with Skytrans on community initiatives with Mango playing a key role in that."

By way of launching the partnership, a special "safety video" starring Thurston will air on the big screen during Friday's blockbuster against the Brisbane Broncos at 1300SMILES Stadium.

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