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Taranaki Thunder bought by sports media company

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 Taranaki Thunder bought by sports media company

Co-authored by Taranaki Reporters, Taranaki Daily News/Stuff

Taranaki women's basketball club the Taranaki Thunder have been bought by the same Australian sports media company as the Taranaki Airs.

The aim of going into a strategic partnership with Media8 New Zealand was to foster the growth and development of women's basketball in the Taranaki region.

This collaboration is a testament to the shared commitment of both organisations to empower female athletes and promote gender equality in sports, Media8 New Zealand general manager Cole Brown said.

"We are thrilled to join forces with Taranaki Thunder to champion the cause of women's basketball. Our commitment to fan engagement accompanied with our expertise in marketing, and management services will help amplify the club's efforts and bring deserved recognition to these talented athletes."

Taranaki Thunder chair Aarun Langton said the partnership was a significant milestone.

"Their support will enhance our capabilities to organise events, attract sponsorships, and engage with our community more effectively. We are grateful for this opportunity to collaborate and make a positive impact."

Media8 NZ would take over management of the team providing comprehensive media and marketing support, assist in securing sponsorships, and promote Thunder's events and activities. Media8 NZ will continue to work closely with the Thunder community, who will offer valuable insights and direction through steering groups to ensure the success of the joint initiatives.

Last year Media8 bought the Taranaki Airs.

At the time Brown, in his role as Airs general manager said [the decision to sell the club followed a realisation that the volunteers who had worked tirelessly behind the scenes could no longer keep up with the expanding demands of competing in the New Zealand National Basketball League.](#)

Former Tall Fern and Thunder stalwart Zoe Kensington emphasised the importance of community and volunteer support.

"Our achievements are built on the dedication of countless volunteers and the unwavering support of our community. This partnership with Media8 NZ will enable us to reach new heights and inspire more young women to pursue their passion for basketball."

The collaboration is set to tip-off immediately.

- Taranaki Daily News



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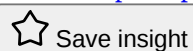
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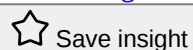


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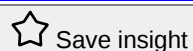


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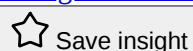


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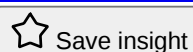


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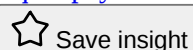
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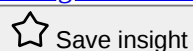


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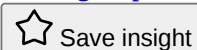
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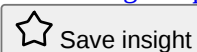
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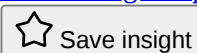


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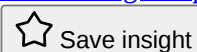


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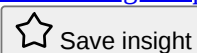


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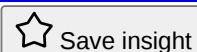


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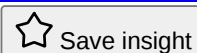
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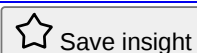
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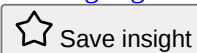
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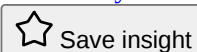
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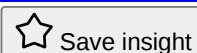
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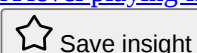
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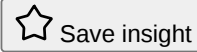
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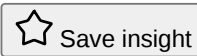
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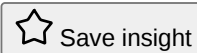
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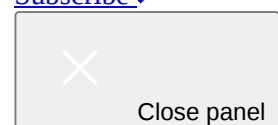
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