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## Northumbria confirms Eagles partnership

This new deal marks the start of the Eagles 2013/14 British Basketball League (BBL) season at Sport Central, the University's flagship 3000-seat arena in the heart of Newcastle.

Having collaborated successfully for several years, this new agreement will see Newcastle Eagles continue its support of University basketball through expert coaching of its student and national league teams.

Meanwhile, the Eagles will once again be entertaining thousands of fans and scores of talented young players from their Hoops for Health scheme right on campus at Sport Central.

Adam Dunlop, Marketing Director, Northumbria University, said: “This partnership is valuable on a number of levels. The Newcastle Eagles provide extensive opportunities for talent development in the North East, something that is obviously at the heart of higher education.

“Additionally, they are fully immersed in all aspects of University life – from coaching our sports teams to providing opportunities for our students to enjoy top flight basketball right on campus.

“We are proud to continue our work with them into 2014 and beyond.”

With a number of new player signings confirmed, Newcastle Eagles’ Managing Director, Paul Blake, is looking forward to launching the new season at Sport Central.

Paul said: “We’re obviously thrilled to welcome Northumbria back on board as a business partner. We’re gearing up for an exciting start to the BBL season at Sport Central, with a wealth of new playing talent alongside legendary Eagles players Fabulous Flournoy, Charles Smith and Darius Defoe.

“The relationship helps us expand our community programme and further develop the event for loyal and new fans alike.

“We look forward to inviting the new influx of Northumbria students to experience the high-energy atmosphere of an Eagles game right here on campus.”

For fixture information and to book tickets click [here](#)

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If you have a media enquiry please contact our Media and Communications team at [media.communications@northumbria.ac.uk](mailto:media.communications@northumbria.ac.uk) or call [0191 227 4571](tel:01912274571).

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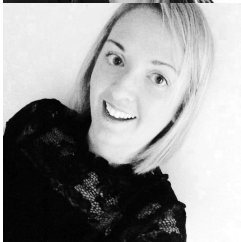


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