

## Golden Palace Casino Sports sponsors Belgian cyclist Leentje Van Meirhaeghe

Golden Palace Casino Sports is delighted to announce its recent collaboration with Leentje Van Meirhaeghe, Belgian cyclist with the KDM-Pack team. Despite a long-standing passion for the sport, just 10 months ago Leentje was just a novice cyclist. Today, however, she's an active participant in the Belgian Championships and even embarking on an ambitious 350-day sporting challenge to make her dreams and aspirations come true.

What makes this collaboration even more special, is that Leentje is also Marketing Activation Manager at Cercle Brugge, the club we support as main sponsor.

At the heart of this unique collaboration are a passion for sport, professionalism, and a determination to excel.

### ***Promoting women's sport***

Our decision to support Leentje stems not only from her exceptional human qualities, but also from our commitment to promoting women's sport. We are aware that, although women athletes and teams demonstrate incredible talent, women's sport often remains underrepresented in terms of visibility and resources.

### ***A win-win sponsorship and partnership***

We have decided to partner with Leentje for a full year. This partnership represents much more than a simple commercial collaboration, it offers a unique opportunity to merge sports sponsorship and corporate social responsibility (CSR). Together, we are committed to mobilizing our employees and supporting our partner sports teams in this endeavour. We are convinced that this alliance will benefit all parties involved, reinforcing our commitment to Belgium, women's sport, and sporting excellence.

### **♣ Diane Magne, Chief Brand & Communication Officer – Golden Palace Casino Sports**

*"Beyond the impressive sporting challenge Leentje is boldly embarking on, it's also his personality that appealed to us. Her ability to create genuine connections with others and her passion for sport are qualities that resonate perfectly with the principles that drive us!"*

### **FOR MORE INFORMATION, PLEASE FEEL FREE TO CONTACT:**

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