

## Golden Palace Casino Sports becomes main partner of Lierse

**Golden Palace Casino Sports is proud to announce its new partnership with iconic Belgian Challenger Pro League football club Lierse. The Group will be supporting the club's rise to the top for 2 seasons!**

### ***Shared values and ambition***

Lierse, a football club steeped in history and tradition, is a source of pride for the region and unites passionate fans around the values of fair play, determination and camaraderie. This synergy of values between Lierse and Golden Palace Casino Sports is at the heart of this promising partnership. All the more so thanks to our own local roots through our Golden Palace Casino Lier.

### ***Contributing to the ongoing development of local football***

In addition to shared values, this collaboration reflects Golden Palace Casino Sports ambition to support the development of local football. By becoming the main sponsor of Lierse, Golden Palace Casino Sports hopes to highlight the vital role that sport plays in connecting communities and inspiring future generations. This exciting collaboration will bring new energy to local football while strengthening the bonds between supporters and the core values of the sport.

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

*“We are delighted to be associated with Lierse as our main partner. Through its actions on and off the pitch, the club strives to promote positive practices and a meaningful contribution to society, ideals that resonate harmoniously with the values of Golden Palace Casino Sports. We look forward to joining forces to inspire responsible gambling practices, while encouraging sporting growth and development within the local community.”*

#### **♣ Roel Peeters, Commercieel Verantwoordelijke – Lierse**

*“We deliberately took our time to find THE right partner and we are now convinced that we have. Our privileged partnership with Golden Palace will undoubtedly help us to reach new heights as a club. Thanks to this collaboration, the first goal of the season is a fact.”*

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

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