



Fred. Olsen Cruise Lines' Public Relations Manager Rachael Jackson; Suffolk FA Senior Football Development Officer, Michael Cornall; Sales Manager – Affinity for Fred. Olsen Cruise Lines, Keith Norman & Suffolk FA County Support Officer, James Morley

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## Fred. Olsen Cruise Lines extends sponsorship of Suffolk FA's 'Walking Football' initiative

Ipswich-based Fred. Olsen Cruise Lines has extended its sponsorship of Suffolk FA's 'Walking Football' initiative for a second year. The agreement will include sponsorship of the Suffolk FA 'Walking Football Cup', which is to take place for a second time in May 2017.

'Walking Football' is primarily played by men and women over 50, and is ideal for those looking for a lower-impact activity or who would like to try a

slower style of game. The game is designed to help people to maintain an active lifestyle, irrespective of their age, as well as assisting those who have had to stop playing through injury.

Keith Norman, Sales Manager – Affinity for Fred. Olsen Cruise Lines, said:

“Fred. Olsen Cruise Lines is proud to be working with Suffolk FA again for the second year of our very successful ‘Walking Football’ partnership.

“This 50+ sport continues to grow in popularity in Suffolk – where our cruise line is based – and we know that it is helping to make a difference to the lives of so many across the county, in terms of their health and general well-being.

“We look forward to sponsoring Suffolk’s second ‘Walking Football Cup’ in May, and we encourage as many local teams as possible to sign up and get involved!

“Last year was great fun, and we are sure that this year will be even more so!”

Suffolk FA Senior Football Development Officer, Michael Cornall, said:

“We are delighted to be partnering with Fred. Olsen Cruise Lines in the promotion of our Walking Football Programme.

“They have played a key role in supporting the development of Walking Football across the county.

“We have over 19 Walking Football sessions taking place across the county in approved centres, and we have exciting plans with Fred. Olsen to continue to grow our Walking Football offer in Suffolk.”

The Suffolk FA ‘Walking Football Cup’ will be held at the Goals Soccer Centre in Ipswich on Saturday 13<sup>th</sup> May 2017. Any teams wishing to enter the Walking Football Cup should contact Suffolk FA Senior Football Development Officer, Michael Cornall, on 07432 735985 or e-mail at [michael.cornall@suffolkfa.com](mailto:michael.cornall@suffolkfa.com)

Suffolk FA is a not-for-profit organisation that is committed to ‘developing, growing and supporting’ players, volunteers, clubs and schools across the county in enjoying ‘the beautiful game’.

**Photo caption:**

Pictured at the launch of the second year of Fred. Olsen Cruise Lines’ sponsorship of Suffolk FA’s ‘Walking Football’ initiative, left to right: Fred. Olsen Cruise Lines’ Public Relations Manager Rachael Jackson; Suffolk FA Senior Football Development Officer, Michael Cornall; Sales Manager – Affinity for Fred. Olsen Cruise Lines, Keith Norman & Suffolk FA County Support Officer, James Morley.

**For further information on Fred. Olsen Cruise Lines, visit the website at [www.fredolsencruises.com](http://www.fredolsencruises.com) To find out more about Suffolk FA’s ‘Walking Football’ initiative, go to [www.suffolkfa.com](http://www.suffolkfa.com), or contact Nick Garnham, Marketing & Marketing & Communications Officer, Suffolk FA, on 01449 776380 or 07508 838181.**

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Fred. Olsen Cruise Line operates in the UK with four intimately sized ships for a more personal cruising experience.

**Contacts**



**Georgina May**

Press Contact

PR Manager

[georgina.may@fredolsen.co.uk](mailto:georgina.may@fredolsen.co.uk)



**Georgie Long**

Press Contact

PR Executive

[georgie.long@fredolsen.co.uk](mailto:georgie.long@fredolsen.co.uk)