



MEDIA RELEASE

CHERRY STREET SPORTS CLUB AMALGAMATION DISCUSSIONS WITH CLUB LENNOX

You might be forgiven if you were to think it was all about bowling but for two local bowling clubs it is all about community.

Club Lennox recently called for expressions of interest to amalgamate, and Cherry Street Sports responded to the call and hopes to widen its community reach to encompass Lennox Head.

Cherry Street Sports is all about supporting community interests and creating a safe and comfortable venue that appeals to all and now offers to extend its hospitality to Club Lennox.

The two clubs' board of directors will now enter discussions to negotiate an amalgamation agreement to take to its members in the coming months. Once the support of members of each club is obtained, the clubs will then seek the approval of the regulator, NSW Liquor & Gaming. It is hoped that the amalgamation process will be completed in the first half of 2022.

Cherry Street Sports is excited by the prospect of welcoming Club Lennox and its members. Cherry Street Sports supports many local sporting groups and community organisations in and around Ballina and plans to continue with that support and extend it to the Lennox Head community.

Cherry Street Sports Club prides itself on its "**Profit for Purpose**" mindset, our **Purpose** is to continually strive to improve the lives of our members and the community in which we live. This business mindset will be instilled into Club Lennox and this could only be described as a win for the community of Lennox Head.

Cherry Street Sports Club is very proud of the financial contribution we make to over 16 grass roots sporting clubs in Ballina. We would intend to grow this support to the grass roots sports of the Lennox Head sporting clubs.

Following Completion of the amalgamation, the support Cherry Street provides to the Ballina Community would also be available to Lennox Head community groups.

Tere Sheehan, General Manager of Cherry Street Sports Club, states: 'As a community club we understand the important role that clubs play in their local community and we are excited to be able to help the members of Club Lennox keep their club open. This will ensure that Club Lennox continues to support the Lennox Head community as it has done for many years. Cherry Street Sports look forward to bringing our '**Profit for Purpose**' focus to Club Lennox and ensuring the long-term viability of this community asset.'

If you require any further information, please contact:

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