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NEWCASTLE PERMANENT CENTRE OF EXCELLENCE: KNIGHTS UNVEIL OFFICIAL NAMING RIGHTS PARTNER FOR STATE-OF-THE-ART FACILITY

The Newcastle Knights are proud to announce Newcastle Permanent as the official naming rights partner of the Club's Centre of Excellence until at least the end of the 2026 season.

The Newcastle Permanent Centre of Excellence – or the Newcastle Permanent Centre – is a high-performance training base for the Club's elite women and men players, a home ground for the next generation of Knights stars, and a facility the entire community can call home.

Paul Juergens, Newcastle Permanent Chief Distribution Officer, said the partnership was a natural fit for two icons of the Hunter region.

"It's a hugely exciting time for the Knights, with the men's side earning a home final for the people of the Hunter to cheer on for the first time since 2006, while the NRLW side are the defending premiers and currently sit atop the competition ladder," said Mr Juergens.

"But we're no fair-weather fans! We've had a proud association with the Knights dating back to the 1990s and the Newcastle Permanent Centre shows our ongoing commitment to the club, the region, and the people who so passionately and fervently support the red and blue.

"We are also proud that the Newcastle Permanent Centre is an asset for the whole community. Junior clubs and school groups are encouraged to make use of the facilities, while an outdoor gym is under construction that anyone and everyone will be able to use to stay fit and healthy.

"A partnership that will span more than three years, we can't wait to see the young talent being fostered in the halls and on the fields of the Newcastle Permanent Centre during that time, and hopefully for Hannah, Kalyn and the teams to bring back even more trophies to sit alongside the three already on display in the foyer!"

Newcastle Knights CEO Philip Gardner said Newcastle Permanent's commitment to excellence dating back more than a century made them the ideal naming rights partner.

"Newcastle Permanent has been helping the people of the Hunter own their own homes since 1903, so this is a perfect partnership for our Club's new home," said Mr Gardner.

"Being a customer-owned institution, Newcastle Permanent aligns with our Club values such as the importance of community and respecting our tradition – something that makes both of our organisations great.

"We are extremely proud to call our training base the Newcastle Permanent Centre and look forward to seeing the iconic NP logo sitting proudly alongside our own Knights crest on the walls of this fantastic facility in the coming weeks."