



## **PRESS RELEASE**

### **Leading utilities and business solutions provider, PE, announces sponsorship of British Army Sport.**

*Year-long sponsorship includes Rugby Union, Winter Sports, Cricket, and Olympian hopeful, Corporal Steve Cox*

**7th May 2024, London:** The UK's largest independent energy supplier, and holistic business solutions provider, [PE](#), has announced its sponsorship of British Army Sport, as it commits to supporting the growth and development of Sport within the Army. Throughout this year-long partnership, PE will actively support various sporting events, amplifying opportunities for growth and development within the Army community.

A significant highlight of this partnership is the sponsorship of the Army Rugby Union, dedicated to promoting the game of Rugby Union within the Army and its local communities. PE will also be supporting Corporal Steve Cox, a remarkable athlete on a nine-year journey culminating in his representation of Zimbabwe in the single sculls rowing event at the Paris 2024 Olympics. PE's sponsorship will contribute to Steve's training, equipment, coaching, and participation in high-profile World Cup races leading up to the Olympics.

Steve Daniels, Group CSO at PE, expressed the company's pride in supporting the Army, stating, "As my brother was a serving member, the Army holds a special place in our hearts, and so we are incredibly proud and indeed honoured to be able to sponsor multiple sporting disciplines within Army Sport.. At PE, we have a long heritage of championing sports, so it is

gratifying to bring a personal touch to supporting Army Sport, from grassroots to the Olympic stage.”

Maj Gen (Retd) Darrell Amison CBE, CEO Army Sport, said: “I’m delighted to welcome PE as a Gold sponsor of Army Sport. PE’s sponsorship will fuel sporting opportunities for our soldiers, not least Cpl Steve Cox who has been selected to represent Zimbabwe in rowing at this summer’s Paris Olympics. Whether played at grassroots or representative level, sport matters to our Army. It prepares soldiers – our competitive edge – for operations by enhancing physical fitness, mental resilience, leadership, and teamwork.

I very much look forward to working with the PE team and, once again, thank them for their support of Army Sport – it’s greatly appreciated.”

The partnership with Army Sport demonstrates PE's dedication to sports across the UK, building upon existing partnerships with prestigious events, organisations and people including the Isle of Man TT, the Rugby Football Union (RFU), PE’s Non-Executive Director, Kyran Bracken and Sustainability Ambassador, Claudia Macdonald.

Photo captions:



*Maj Gen (Retd) Darrell Amison CBE, CEO Army Sport*



*Steve Daniels, Group CSO, PE*



*Corporal Steve Cox*

**ENDS**

## **Notes to Editors**

### **About PE**

Headquartered in Canary Wharf and with operations across three continents, PE is a sustainable utility provider, as well as telecoms, financial services, electric vehicles charging, renewables and smart tech company in one. With a unique business model, it helps hundreds of thousands of UK businesses manage all of these products, and even carbon offsetting, from one single login - whilst driving profitability and sustainability.

PE's sophisticated, in-house monitoring software and cutting-edge online portal means that they can offer bespoke, low-cost tariffs based exclusively on customers' individual needs; whilst providing complete transparency and real-time data to enable businesses to make informed decisions about their entire utility portfolio requirements.

Comprehensive, competitive, clever, and clean, PE offers time, cost and planet saving all in one place. A holistic solution to help businesses save time, reduce costs, increase profits, and become more environmentally sustainable.

PE helps provide clean energy and carbon offsetting to enable more climate positive businesses whilst simultaneously driving forward the UK's net zero goal.

## **About Army Sport**

Army Sport (formally known as the Army Sport Control Board) was formed in 1918 and is the regulatory body for sport played in the British Army at all levels. It is funded by both public and non-public funds.

For further information, images or details please contact [claire@toastpr.co.uk](mailto:claire@toastpr.co.uk) or call the switchboard on 08700 948 032.