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## Media Release

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### **Black & White Cabs and Clubs Queensland announce an exciting partnership**

It's all go after the recent *Silver Partnership* agreement forged between Black & White Cabs and Clubs Queensland as the leading taxi operator charts new territory with its corporate partnerships. With a fleet of over 900 vehicles and growing, Black & White Cabs is delighted with the Partnership which will see the organisations cross-promote their services and identify events and activities that will benefit from their dual branding.

John Tighe, General Manager with Black & White Cabs, is excited about the prospects of working more closely with Clubs Queensland. "Clubs Queensland is the peak industry body representing registered and licensed clubs in Queensland", he said. "It has over 600 members and 100 associate members across the state and is an important market for the taxi industry".

"The reputation of Clubs Queensland is very sound", he continued, "and they play a vital role in representing their members interests". He believes Black & White Cabs can leverage the extensive service network of Clubs Queensland to grow its business and better provide for the transport needs of their customers and members.

The Partnership will see numerous benefits for Black & White Cabs including: naming rights at the Club Queensland Achievement Awards to be held in March 2011, attendance at networking events, inclusion in the 'Club Insight' monthly magazine, logo and link on the Clubs Queensland web site, recognition as a preferred supplier and event advertising, communication and promotional opportunities, just to name a few.

Andrew Sivijs, Marketing and Product Development Manager with Black and White Cabs confirmed that Clubs Queensland's focus on excellence, integrity and innovation fits very well with its own culture. "It's important our core values and theirs are aligned. This complements our brand and gives us a very good message to convey to our customers" he commented.

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