

MEDIA ALERT

Broncos Promote 'Deadly' Communities

When: (tomorrow) from 11am Tuesday, 26th April

Where: ATSICHS Brisbane Woolloongabba clinic - 55 Annerley Road, Woolloongabba QLD

Who: Brisbane Broncos players Selwyn Cobbo, Kotoni Staggs, Club CEO Dave Donaghy, plus club legends and Deadly Choices Ambassadors Steve Renouf, Petero Civoniceva and Tamika Upton.

Media Interview Opportunities: Kotoni Staggs, Tamika Upton, Steve Renouf and Petero Civoniceva.

Background:

The Brisbane Broncos will continue to encourage Queensland's Indigenous youth to get active and healthy, as part of its ongoing support of the Institute for Urban Indigenous Health's (IUIH) Deadly Choices preventative health program.

By prioritising healthy eating, exercise, the avoidance of tobacco and alcohol use, and ensuring individuals continue to complete an annual health check, the Club hopes to unearth and foster future talent of the calibre of current players, Selwyn Cobbo and Kotoni Staggs.

Cobbo, a proud Wakka Wakka man from Cherbourg was today joined by the Burnett's original Broncos flyer, current and fellow Deadly Choices Ambassador, Steve Renouf to unveil a new suite of health check shirts, used as incentives to encourage local communities to visit the Aboriginal and Torres Strait Islander Community Health Service (ATSICHS) Brisbane for an annual check-up.

Broncos CEO Dave Donaghy said: "Deadly Choices is an outstanding program making a real difference and we are proud of our partnership with the Institute for Urban Indigenous Health that now extends beyond a decade.

"As a footy club we aim to help and help grow our local communities and the Deadly Choices program does that on a daily basis, producing real results in improving health outcomes for Aboriginal and Torres Strait Islander communities."

A quietly spoken 19-year-old, Cobbo exudes energy both on and off the playing field. He was named School Captain of Murgon State High School, the first Indigenous student to be bestowed the honour; and has shared his time since then, pursuing a career with the Broncos, while undertaking a traineeship in allied health and Deadly Choices activities with the IUIH.

The Cherbourg product reflects upon the early stages of his career with passion and pride for the Club he always had his heart set on playing for.

Cobbo said: "I always wanted to be a Bronco and to play my first game, I was really nervous but then I got a few runs in and it was unbelievable.

"I was a shy boy growing up and at the start being in front of big crowds was hard for me, but when I became School Captain I just practised and practised it, and got a lot of help from my teachers along the way.

“My family helped me and I had rules. It is not always easy – but it comes down to whether you really want it or not and whether you are prepared to make the sacrifices.

“Now I have an opportunity to give back off the field for our mob through Deadly Choices. I want to give back to our community and play a role, during and after my career.”

It was a star-studded affair today with Cobbo, Renouf and Staggs joined by a contingent of current and former Broncos, proud Deadly Choices Ambassadors Petero Civoniceva and Tamika Upton, who were all kitted out in a wide variety of all-new Broncos health check shirts

The 2022 range of shirts boasts a distinctive retrospective look, celebrating some of the milestone occasions for the Club, during its 30-plus years in the NRL.

Of major significance is a teal-coloured Broncos offering that was inspired by the extraordinary playing jersey unveiled by the Queensland club, at the World Rugby League Sevens Tournament in 1995.

At the time the jerseys were considered a bold move, creating a total shift away from the Club’s traditional maroon, gold and white strip, which had been its hallmark since inception in 1988.

Another head turner is the Broncos 2021 NRL Indigenous Round jersey created by local artist, Elaine Chambers; while in a further nod to its past, the Broncos 2016 Heritage Round jersey is another design sure to be appreciated by community members from across Queensland.

The partnership between Deadly Choices and the Brisbane Broncos has played a key role in driving demand for preventative health care, contributing to an incredible 4000% increase in 715 Health Checks in South-East Queensland and leading to the expansion of Deadly Choices right across Queensland.

ATSICHS Brisbane CEO Renee Blackman said their 11-year partnership with Deadly Choices and Brisbane Broncos had been a fantastic community health awareness initiative for mob.

“The 715 health checks are crucial for our community and help identify risk factors for chronic disease to manage good health,” Renee said.

“They provide an overall assessment of physical health, mental and social wellbeing. Our medical professionals provide a physical examination, check medical history, blood pressure, weight and height, medications and ensure immunisations are up to date.

“Aboriginal and Torres Strait Islander mob are eligible for their free health check every 9-12 months and can select their shirt of choice after a comprehensive consultation.”

All Queensland NRL clubs are united behind the Deadly Choices preventative health initiative supporting the health and wellbeing of Aboriginal and Torres Strait Islander Queenslanders.

Through the Deadly Choices Healthy Lifestyle Program, we’re making a real difference in closing the health and life expectancy gap between Indigenous and non-Indigenous Australians.

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Further information:

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