



IG Markets to Partner Team Sky for 2011 Pro-Tour Cycling Season

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([PRWEB](#)) November 24, 2010 -- IG Markets, Australia's Number One [CFD Trading](#) Provider* and part of IG Group, has been announced as an Official Partner of Team Sky from the start of the 2011 Pro-Tour cycling season.

Team Sky will carry the IG Markets logo on the collar and seat of all team kit for the 2011 season, starting with The Tour Down Under to be held in Adelaide in January and all subsequent races including the Tour de France in July.

The partnership underlines the growing popularity that cycling continues to see – both in terms of participation and viewing – on a truly global basis. The partnership will take the team through 60 races, on four continents, over a nine-month season.

CEO of IG Group Tim Howkins, commented: “Although we have sponsored sports teams in the past, this is certainly our most significant venture so far. Cycling is currently going through a renaissance and we believe it has a specific appeal to our target audiences. We hope that our commitment to Team Sky will help them continue their pursuit for success, whilst helping IG Markets promote its products to a growing, worldwide audience.”

Contracts for Difference ([CFDs](#)) allow investors to gain economic exposure to a wide range of assets without having to take physical ownership of the product, with over 8,000 worldwide equities, indices, commodities and currency pairs on offer through IG Markets. Clients also have the ability to trade long or short depending on whether they believe an asset's price will rise or fall. IG Markets provides all its clients with a comprehensive suite of risk management and trading tools to ensure they can continually work to improve their performance in the financial markets.

Dave Brailsford, Team Principal for Team Sky, added: “These are exciting times for Team Sky. A year ago we gathered as a team for the first time and this week, we've gathered again to review the last year and look forward to next. We have great riders, staff and partners and have huge hopes for Team Sky and for inspiring the public to ride.

“To start our second season with a world-leading partner in IG Markets is great news and a real testament to both our ambitions and achievements to date. We are pleased to welcome them into the team and onto our kit.”

Team Sky counts Australians Michael Rogers – the triple world champion, and Simon Gerrans – winner of stages in all 3 Grand tours, along with the British triple Olympic gold medal winner Bradley Wiggins amongst its 29-strong squad. It was created in February 2009, started to compete on the road at the Tour Down Under in January 2010 with immediate success and entered its first Tour de France last summer. The team won 22 races in its first season.

About IG Markets:



IG Markets specialises in financial derivatives, principally Contracts for Difference (CFDs) on over 7,000 global share CFDs, along with indices, [forex trading](#), commodities, options, binaries and more. IG Markets is part of the IG Group, a UK FTSE 250 member with over 120,000 active clients worldwide. For further information please call 1800 601 799.

* 29% of CFD traders choose IG Markets as their main provider vs. 20% for the next largest provider - Investment Trends May 2010 CFD Report.

Remember that CFDs are a leveraged product and can result in losses that exceed your initial deposit. CFD Trading may not be suitable for everyone, so please ensure that you fully understand the risks involved.

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