



THE BUSINESS END



with

Each matchday we will be featuring one of the Club's Business Partners or sponsors. This week we feature Official Recycling partner, Bakers waste.

We caught up with Bakers Waste's, Paul Baker (pictured), to find out how and why Bakers Waste has joined the growing ranks of sponsors and partners.



How long have you been associated with Leicester City Football Club and what has been your highlight to date?



We have been managing the waste & recycling of Leicester City Football Club for three years now and have recently agreed a new two year extension to that deal.

The highlight was the day we signed the contract. It was a personal goal of mine when I set my business up as a local company and also as a life-long Leicester City fan.

Out of the current crop of City players, who stands out as your one to watch?

It has to be **Martyn Waghorn**; he is a Premiership player and one that can definitely help us achieve promotion in the coming seasons.



Why has your company chosen to be a partner of Leicester City?

From a business perspective, Leicester City Football Club is one of the highest profile companies in the midlands. From a purely personal perspective, I'm a fan!

What benefits have you experienced since being a sponsor of the club?

We always get calls from other local companies saying that they have seen our companies name at the Walkers Stadium and have called us when they wanted to recycle their waste.

Bakers Waste are the Official Recycling Partner of Leicester City Football Club, delivering high quality service for all of the club's waste management requirements.

For further details of Bakers Waste's services visit www.bakerswaste.co.uk.

FOR MORE INFORMATION CALL 0116 229 4536 OR EMAIL HARJ.HIR@LCFC.CO.UK