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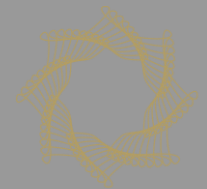
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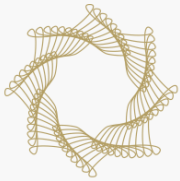
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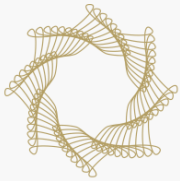


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**“Volkswagen signs exclusive sponsorship
with Kilmacud Crokes All-Ireland Senior
Sevens football”**



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Media Coverage Overview:

National Print: 6 articles

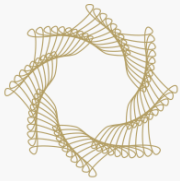
- Irish Times
- Irish Examiner
- Irish Independent
- Irish Sun
- Irish Daily Mirror
- The Herald

Online: 7 articles

- Irish Times
- Irish Examiner
- Sport for Business
- Business World
- FM 104
- The Sun
- The Irish Mirror

Broadcast: FM 104





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Irish Independent



Gaelic Games **Sport** | 51

'Every team sins' – Ó Flatharta

Michael Verney

TOMÁS Ó FLATHARTA has no sympathy for managers complaining about their players being targeted or receiving rough treatment – because he believes every team is doing what they can to get a winning edge.

Much has been made of the cynical treatment dished out to Diarmuid Connolly and Sean Cavanagh, which saw both receive their marching orders at crucial stages during last weekend's quarter-finals.

Both Jim Gavin and Mickey Harte vented their anger at the antagonistic behaviour by opponents in the immediate aftermath, but Ó Flatharta is not convinced that they are being more sinned against than sinning.

The former Westmeath, Galway and Laois manager thinks the majority of teams get involved in such tactics and feels that no side should be painting themselves as whiter than white.



At the launch of the Volkswagen Kilmacud Crokes Sevens were Ray Cosgrove, Tomás Ó Flatharta, Volkswagen's Paul O'Sullivan, and club chairman Kevin Foley

"I don't think Jim Gavin was the only one crying last weekend. Quite a number of managers have done it this year. I think there is no team around that sin at one end and are caught out at the other end themselves," Ó Flatharta said.

"I don't think there is much pity for anyone who is crying like that at the moment. Most teams are doing it. They are committing the crime themselves and being

punished as well at the same time.

"There is a lot of sledging, a lot of diving on the ball, off-the-ball stuff going on all the time and I don't think any team can put up their hand and say 'we don't do any of those things!'"

With so much off-the-ball activity, the performance of referees and umpires is coming under the microscope more than ever, and Ciarán Branagan's decision to send

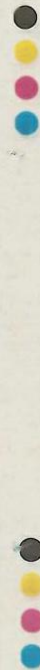
off Dublin substitute Eoghan O'Gara deep into injury-time has caused much debate.

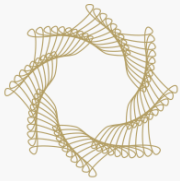
Ó Flatharta feels officials are damned if they do and damned if they don't, saying: "I have seen plenty of bad decisions by referees this year but if we go to Eoghan O'Gara's situation – what he did was a strike, and a strike is a red card.

"On one side we have people saying referees should do their job properly, yet when they do their job properly, the same people are calling for Eoghan O'Gara to be let off in this situation because, you know, he didn't hurt his opponent.

"But that's neither here nor there. They are after looking at this five or six times on television while the referee or the umpire just saw it the once. I think the referee did the right job in the situation."

He expects O'Gara's appeal to be successful, however, making him eligible to play against his native Kerry in the semi-final on August 28.





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Cosgrove: Connolly must learn to turn other cheek

Paul Keane

Former All Star Ray Cosgrove has warned ex-Dublin colleague Diarmuid Connolly that there's more 'treatment' coming down the line for him.

Former Championship top scorer Cosgrove said he's witnessed St Vincent's man Connolly being provoked and wound up by opposing players on various occasions.

Dublin manager Jim Gavin claimed after last weekend's All-Ireland quarter-final win over Donegal, when Connolly was dismissed for two bookings, some of his players received 'special attention'.

Connolly got his first booking for grappling with Donegal's Ryan McHugh and Westmeath manager Tom Cribbin stated after the Leinster final his players set out to frustrate Connolly who was booked in that tie for a similar tangle with James Dolan.

Mayo's Lee Keegan also confirmed his plan was to antagonise Connolly when the players clashed in last year's drawn All-Ireland semi-final, leading to Connolly being red carded.

Cosgrove said Connolly has to learn to 'turn the other cheek' but acknowledged that's easy to say when he is being continually targeted.

"The two points Dermo kicked against Donegal, off his left and his right, they were a joy to watch, he could have had 2-2 after 20 or 25 minutes. That's how good he is and that's why he's getting so much attention," said Cosgrove.

And Cosgrove expect Peter Crowley to be handed the man marking duties when Dublin meet Wicklow in the All-Ireland

semi-final at the end of the month.

"But he's no good in the stand and, you know, Peter Crowley will probably be in his shorts the next day. If they get over Kerry then himself and Lee (Keegan) will probably get up close and personal again. The referee is going to obviously have to watch it. If he is going to be involved in a couple more incidents, will they say, 'Oh, it's Dermo again'. So he's probably not doing himself any favours in that regard when you are getting involved with fellas and pinning them to the ground.

"I'd prefer to see him have a laugh at a fella and get away and run into a bit of space because I want to see him playing, I want to see him on the pitch, I want to see the magic that he can create. So do 80,000 paying spectators.

"The best players in the country you want to have on the field."

Cosgrove said he expected Connolly would have been taken aside and counselled by boss Gavin on the provocation issue following Cribbin's post-Leinster final comments. But the Kilmacud Crokes man, who was a selector with the Wicklow senior team last year, conceded it's difficult in the heat of the moment for Connolly to show restraint.

"It's easy for me to sit here and say he shouldn't get involved in tussles and little fracas' with guys but it is something I would love to see him turn a blind eye to, run away from the tussle," continued Cosgrove.

"Yes, that is very difficult when you want to put a marker down and say 'listen



Members of the South Africa Gaels, just one of the international teams that took part in the Etihad Airlines GAA World Games at UCD. SA Gaels met New York and Galicia in the first day matches. Picture: Chris Bellew

The former Dublin sharpshooter revealed that around 25 Wicklow players rejected invitations to join the panel, for various reasons.

He said it's simply 'not sexy' to play for Wicklow and claimed Paraic Duffy's recent proposal for Championship reform won't change that as there still won't be any extra games for weaker counties if

it's adopted. "It's got so professional that guys are saying, 'I'm not going to put in so many hours travelling down from Dublin', or wherever they are coming from, from one side of the county to the other, four or five nights a week, for what? Two Championship games?"

"When you could be at home with family, you could

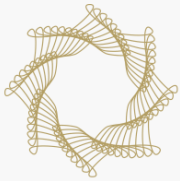
be training, you could be getting on in your job. It's not sexy, there's no real benefit in the current structure for being a Wicklow senior footballer."

■ Ray Cosgrove was speaking at the launch of the Volkswagen sponsored Kilmacud Crokes All-Ireland football sevens which will take place on Saturday, September 17.



 **Irish Examiner**

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THE IRISH TIMES

Championship 2016 News

One-size-fits-all punishment doing marked men no favours



Gavin Cummiskey

Reports

That ancient line between sinners and sinned against is clearly blurred. For every Philly McMahon, Lee Keegan and Cathal McCarron – assiduous man marking defenders equally proficient at raiding forward – there are the much-maligned figures like Diarmuid Connolly, Aidan O’Shea and Seán Cavanagh.

Any successful sporting platoon needs both types of soldier but this season it has become a repetitive tactic to remove the most talented by duping over-worked match officials.

“I don’t think Jim Gavin was the only one crying last weekend,” said Tomás Ó Flatharta at the launch of the Volkswagen Kilmacud Crokes Football Sevens, which take place on September 17th.

“Quite a number of managers have done it this year. I think there is no team around that sin at one end and are not caught out at the other end themselves.”

And still, the increasingly insidious nature of Gaelic football brought similar complaints from Gavin and Mickey Harte after last Saturday’s All-Ireland quarter-finals in Croke Park.

The Dublin and Tyrone managers both said the targeting of their marquee forwards, Connolly and Cavanagh, has gone too far with referees taking the easy option of yellow-carding two players for one incident.

“I don’t think there is much pity for anyone who is crying



Diarmuid Connolly was sent off following this challenge on Anthony Thompson during last Saturday’s All-Ireland SFC quarter-final.

PHOTOGRAPH: DONALL FARMER/INPHO

like that at the moment,” said Ó Flatharta, the former Westmeath, Galway and Laois manager. “Most teams are doing it. They are committing the crime themselves and being punished at the same time.”

Ethical standards

So, that seems to be the accepted ethical standards for Gaelic football in 2016.

“There is a lot of sledging, a lot of diving on the ball and off the ball stuff going on all the time and I don’t think any team can put up their hand and say, ‘We don’t do any of those things.’”

In relation to Keegan and Cavanagh both being yellow-carded before Mayo and Tyrone re-

served after half-time, Harte said: “Look, this thing about there is always two involved in something. There isn’t. There is somebody that starts it. [The officials] need to be more tuned in to who starts these things.”

In response to Ryan McHugh and Connolly being yellow-carded, after both players went to ground early in the first half of Dublin’s victory over Donegal, Gavin said: “It was all very predictable going into it; we all knew that some of our players would receive special attention. That was the case. It was up to the officials to act upon it. If they don’t, the eight of them, four umpires and four men in black, if they don’t act upon it they are letting the players down on the pitch. On both sides by the way.”

Both Cavanagh and Connolly were subsequently sent off – the former for a second yellow, the latter following a black card, despite both committing the same high arm challenge on O’Shea

and Anthony Thompson respectively.

“I have seen plenty of bad decisions by referees this year but if we go to Eoghan O’Gara’s situation last Sunday – what he did was a strike and a strike is a red card,” Ó Flatharta continued. “On one side we have people saying referees should do their job properly yet when they do

“We all knew that some of our players would receive special attention”

their job properly the same people are calling for Eoghan O’Gara to be let off in this situation because, you know, he didn’t hurt his opponent. But that’s neither here nor there. They are after looking at this five or six times on TV while the referee or the umpire just saw it the once. So, I think the referee

did the right job in the situation. There is an appeal process and hopefully they will get him free.”

Ray Cosgrove, a Dublin All Star forward in 2002 who recently stepped down from Johnny Magee’s Wicklow management, was asked if he felt the game has developed a nasty persona – in the sense that key figures like Connolly and Cavanagh will at some point in every match be dragged to ground by an opponent seeking to draw double yellow cards?

Marquee forward

“[Mayo manager] Stephen Rochford said no players were targeted from the Mayo dressing room,” said Cosgrove. “Whether it was just the senior players saying, ‘Right, if I can win my one-v-one here, by no matter what means it takes to do that, I am doing a job for the team.’ Certainly as a defender, if you pick out a marquee forward and both of them get yel-

low cards, you are doing a job for the team.”

“I thought after the Leinster final when [Westmeath manager] Tom Cribbin said Diarmuid had been earmarked for a bit of treatment that Jim and the boys would have discussed that,” said Cosgrove.

“I was hoping Diarmuid would have kept moving and not picked up a cheap yellow card like that.”

The Sunday Game’s highlights programme zoomed in and slowed down the McHugh/Connolly incident. Tomás Ó Sé, in analysis, believed it should have been a black card for Connolly and nothing for McHugh.

But Cosgrove said: “It is something that umpires and linesmen are going to have to get a grip of. It is not too often that a forward is trying to drag a defender to the ground. We are normally the ones looking for space to get on the ball and kick over the bar.”

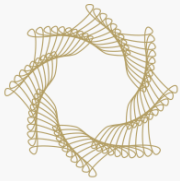


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WEDNESDAY 10 AUGUST 2016 THE HERALD

Gaelic Games

THE HERALD WEDNESDAY 10 AUGUST 2016

FORWARDS MUST BE PROTECTED SAYS RAY

Paul Mannion celebrates after scoring Dublin's goal during the All-Ireland SFC quarter-final against Donegal at Croke Park. *Pics: Sportsfile*



Conor McKeon

It was Stephen Rochford's very forceful contention on Saturday night that Lee Keegan or any Mayo player was not under instruction to target any 'Trone player'.

Which would, by the process of elimination, imply that Keegan took it upon himself. "I watched the two games on Saturday night and there was a lot of off-the-ball stuff. You can tell that players are being targeted," says former Dublin star, Ray Cosgrove.

"Whether that's coming from the top down... whether players are being told by management to get into somebody's face and try and get them to react... it does seem to be something that is more prevalent this year than in the past."

"Whether that's because it's highlighted more in the media and *The Sunday Game*... there are more incidents of forwards picking up soft yellow cards in tussles with defenders.

"So there is a bit more protection this year. But when it's marquee forwards, the likes of Diarmuid Connolly and Iain Cavanagh, it makes the headlines."

SMART

Last year, Keegan admitted publicly that he had deemed it preferable to haul Diarmuid Connolly down in the incident which led to the Dublin player's sending off in the drawn semi-final between the two and accept the consequences than allow Connolly join the play. It would, given the current implication of the rules, seem a smart call.

"Linesmen have got to play a bigger part in it," Cosgrove reckons. "They should be bringing these off-the-ball incidents to the referee's attention."

"The referee can't watch everything that's going on. But with linesmen and umpires,

forward is being man-handled, his runs are being checked or whatever it may be.

"You want to come to Croke Park to witness the genius of Diarmuid Connolly. You don't want to be looking at him sitting up in the Hogan Stand."

"He's an absolutely fantastic footballer. The couple of scores he got on Saturday night were outrageous."

"I want to be coming to Croke Park watching those sort of players and those sort of scores."

"That's the stuff that keeps you on the edge of your seat."

"You don't want to see them picking up soft yellow cards. You want to see them on the field, that's the bottom line."

Jim Gavin has bronzed this very theme in each of his last two post-match press conferences and on Saturday night, he avoided mention of Michael Murphy's closed-fisted hit on Brian Fenton which, he might easily have noted, was far more befitting of a red card than Eoghan O'Gara's wholly less forceful 'smile' on Neil McCoo.

"You need to be cognisant of the fact that Dublin have some mean defenders too. It's not always Dublin forwards being isolated," Cosgrove points out.

"Philly McIlashon did a great marking job on Michael Murphy and on Aidan O'Shea last year. Jonny Cooper is very tenacious."

"The boys are dogged defenders as well. So what's good for the goose is good for the gander."

"Jim has played the game at the highest level and he knows, as well, that marquee players are going to get a bit of attention."

"If the boys react to that on the field, that they don't let their team down, that they answer that by putting the ball over the bar rather than reacting."

On a different theme, Cosgrove was encouraged by what he saw from Kilmacud Crokes club-mate, Paul Mannion on Saturday night.



Former Dub star Cosgrove believes Mannion is now finding best form

"The goal was typical Mannion. He left a couple of Donegal defenders for dead. So he's going to ask questions of Jim and the management team."

"Earlier on in the year, you could tell that Paul was working really hard but he was probably trying too hard to stake a claim."

He was, in Cosgrove's eyes, "probably trying too hard to stake a claim earlier in the year."

"When I recognised the Paul Mannion of a couple of years ago, was when he clipped those couple of scores."

"But certainly, he made a massive impact on Saturday night. And he's going to work hard over the next three weeks and he's going to vie for a starting position in three weeks against

"Now, he's physically strong enough to hold a man off."

"A couple of years ago, he was probably too light at that stage."

"But he's worked really hard in the gym."

"His speed, his balance when he's soling the ball, they're probably some of his biggest attributes."

"He's just hitting form at the right time," added former Dublin forward Cosgrove.

THE Herald

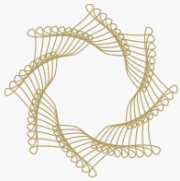


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KILMACUD SEVENS



DO LAUNCH... at the Kilmacud Sevens launch were (l-r) Ray Cosgrove, Tomás O Flatharta, Volkswagen's Paul O'Sullivan, and Crokes chairman Kevin Foley

GET SHORTLY

Ray reckons Kerry will stitch Dermo up

RAY COSGROVE expects Diarmuid Connolly to get plenty of attention from Kerry defender Peter Crowley in the All-Ireland semi-final.

Connolly was sent off for a second yellow card in Saturday's quarter-final win over Donegal and the spotlight is firmly on the St Vincent's ace again as a target for defenders.

Cosgrove hopes Dublin's star man (right) gets the protection he deserves from referees and urged him to keep his head when defenders get in his face.

He said: "He's so good - Peter Crowley will probably be in his shorts the next day. If they get over Kerry then himself and Lee Keegan will probably get up close and personal again.

"But he's so well conditioned, he's so physically strong, I'd prefer to see him have a laugh at a fella and get away and run into a bit of space because I want to see him playing.

"In the past, Dermo would

By JASON BYRNE

have seen a little bit of red mist descending.

"But I think he's matured massively over the last couple of years. I definitely think he has matured because he is such a genius.

"I want to see him on the pitch, I want to see the magic that he can create. So do 80,000 paying spectators.

"The best players in the country, you want on the field.

"The referee is going to obviously have to watch it.

"If he is going to be involved in a couple more incidents, will they say, 'Oh, it's Dermo again.'"

"So he's probably not doing himself any favours in that regard when you are getting involved with fella and pinning them to the ground."

The 2002 All-Star has called time on his stint as selector with Wicklow after two years

in the camp, although boss Johnny Magee is staying on.

Kilmacud Crokes chairman Cosgrove says playing for a county like Wicklow is just 'not sexy' as they usually play just two Championship games every summer.

He feels the current format does little for weaker counties - and believes the GAA's new proposal for the Championship does not help them much more.

Cosgrove added: "It's not waxy, there's no real benefit - in the current structure - for being a Wicklow senior footballer.

"It's got so professional that guys are saying, 'I'm going to put in as many hours travelling to and from Dublin' or wherever they are coming from, from one side of the county to the next, four or five nights a week, for what? Two Championship games?"

That's what I can see from the two years that I've been there.

"And I don't see it changing in the current format. There was obviously a carrot if we had beaten Laois to play Dublin in Nowlan Park, but again let's be realistic.

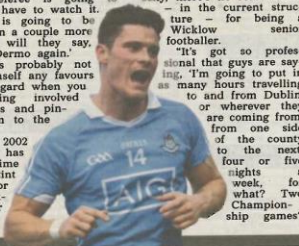
"If we had got the trip down to Kilkenny, you are playing a machine like that.

"I don't think, ultimately, that would have done Wicklow football any favours when you see what they have done to the rest of the competition in Leinster.

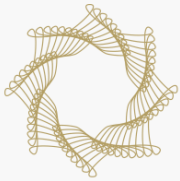
"It's something that the GAA need to certainly look at and especially Division 4 teams - they don't seem to be getting a fair crack of the whip.

"The weaker counties need to be enticed with a carrot that you're going to get four or five games a year and also maybe that you're going to get one in Croke Park."

DUBLIN GAA stars Bernard Brogan, Paul Mannion and Cian O'Sullivan were joined by former Dubs ace Ray Cosgrove and Kilmacud Crokes boss Tomás O Flatharta in Glenelgh yesterday to officially announce Volkswagen's sponsorship of the Kilmacud Crokes All-Ireland football Sevens.



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GAEIIG FOOTBALL

TOMAS O FLATHARTA says he has little sympathy for managers who cry foul over the treatment being dished out to their players.

Dublin boss Jim Gavin suggested 'match officials were letting the players down' after his sides win over Donegal on Saturday, while calling for greater vigilance from refs on the matter of his players receiving 'special attention'.

Tyrone manager Mickey Harte was also unhappy at what he perceived to be the targeting of Sean Cavanagh who, like Dublin's Duamuid Connolly, was sent off for two bookable offences.

But former Westmeath, Galway and Laois supreme O Flatharta, inset, says it runs both ways.

He said: "I don't think Jim Gavin was the only one crying last weekend.

"Quite a number of managers have done it this year. I think there is no team around that don't sin at one end and are caught out at the other end themselves.

"I don't think there is much pity for anyone who is crying like that at the instances, you know, they are committing the crime themselves and being punished as well at the same time."

O Flatharta is now in charge of Kilmacud Crokes in Dublin and former Crokes and Dublin forward Ray Cosgrove says there's "absolutely no doubt" Connolly has been targeted but he must learn to rise above it.

"He is being provoked but Dermo not the first and certainly won't be the last guy that will be targeted. It's an aspect of his game he's going to have to work on because he's not sitting up in the stand is not where he wants to be," he said.

"I would love to see him turn a blind eye, run away from the task, although I don't think you can when you want to put a mark down and say, 'Listen, I'm not going to be bullied. You've got to get the happy medium.'"

And Cosgrove says Dublin's opponents won't be easing up on him.

He added: "He's so good, you know, Peter Crowley will probably be in his shorts the next day. If they get over Kerry then himself and Lee [Keogan] will probably get up close and personal again. The referee is going to obviously have to watch it."

"If he is going to be involved in a couple more incidents, will they say 'Oh, it's Dermo again. So he's probably not doing himself any favours in that regard when you are getting involved with lillas and pinning them to the ground."

"But he's so well conditioned, he's so physically strong, I'd prefer to see him have a laugh at a kella and get away and run into a bit of space because I want to see him playing. I want to see him on the pitch. I want to see the magic he can create. So do 80,000 paying spectators."

irishsport@irishmirror.com

Tomas O Flatharta & Ray Cosgrove were speaking at the announcement yesterday that Volkswagen will sponsor the Kilmacud All-Ireland football sevens, which the club hosts again next month

TEAR WE GO AGAIN

Tomas has no sympathy for 'crying' bosses like Gavin



IN THE DRIVING SEAT
Paul Manning, Ray Cosgrove, Bernard Brogan, and Cian O'Sullivan at yesterday's announcement

WITH STARS WE COULD BE TIPP TOP

BY PAT NOLAN
RAY COSGROVE says Wicklow could match the achievements of Tipperary or Clare - if they had their full complement available.

Cosgrove has just completed two years as a selector under Johnny Magee (left) in the Garden County but will not be involved next year owing to other commitments.

Cosgrove explained: "There was 11 players from the 26 named against Meath in 2015 gone but outside that there must be over 20

fellas absent, there were guys that didn't make it, didn't want to commit, injured, family commitments.

"Your hands are tied behind your back with the personnel you've got to deal with and that's what a lot of people don't see. From the outside looking in you say, 'Jesus that was a poor result against Carlow.'"

"Absolutely, but when you think of what they were missing, you write them down and put them down in front of you, 'Jesus that's not so bad to be still competitive with the

resources you've got."

He added: "It's very frustrating but all you can do is work the guys that you have the best that you can and try and develop them."

"If you bring those guys that aren't committing to the cause then you've got a chance of doing a Clare or a Tipperary and beating a Laois or a Westmeath or Meath.



SUCCESS Kearns and Tipp have reached semi-finals

'Tipp club row not in my remit'

BY JACKIE CAHILL
TIPPERARY manager Liam Kearns has refused to comment on the club row affecting a number of his players ahead of the All-Ireland SFC semi-final.

Shannon Rovers are the fifth team to be thrown out of their local hurling championship after the Tipp football squad decided not to play in weekend fixtures.

That decision was backed by their clubs but the punishment from local boards is expulsion from the divisional competitions, who will report to the fact that the 13-day rule that can be invoked by county bosses.

Shannon Rovers player George Harrigan is a key midfielder with the Tipp footballers and a sixth club could follow as Moyle Rovers, who provide four players to the county senior football squad, are waiting to learn their fate.

When asked about the dispute, Kearns responded: "We're not just getting into it. As far as I'm concerned, that's taking away from our preparations for the All-Ireland semi-final. It's outside our remit."

Meanwhile, Kearns revealed defender Jimmy Feehan has postponed a work placement in New Zealand on a number of occasions as Tipp progressed to the last four.

O'Rourke stays put

BY PAT NOLAN
MALACHY O'ROURKE will remain as Monaghan manager for a fifth season in 2017.

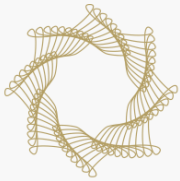
The Fermanagh native has been the Farney County's most successful manager of modern times having guided them to two Ulster titles in 2013 and '15.

He has also lifted the team from Division Three of the League when he first took over straight to the top flight, where they have remained for the last two seasons.

This year's Championship campaign was by far the most disappointing under O'Rourke as, after failing to get to the Ulster final for the first time since he took over after a semi-final replay loss to Donegal, Monaghan were sent crashing out of the qualifiers the following week after a shock loss at home to Longford.



IRISH Mirror



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VOLKSWAGEN EXPANDS FURTHER IN SEVENS GAA

Written by Robert McHugh, on 10th Aug 2016. Posted in General



Dublin GAA stars Bernard Brogan, Paul Mannion and Cian O'Sullivan were joined by former Dublin player, Ray Cosgrove and football manager, Tomas O'Flaherta in Glinalbyn, Kilmacud Crokes yesterday to officially announce Volkswagen's sponsorship of the Kilmacud Crokes All-Ireland GAA football Sevens.

The tournament, now in its 43rd year, remains the most prestigious GAA sevens tournament in Ireland with past winners include St. Galls (Antrim), Corofin (Galway) reigning champions, Kilmacud Crokes.

Volkswagen will be supporting this sponsorship with a fully integrated activation program including experiential match day activity, product placement as well as an innovative Volkswagen Live GAA TV whereby every goal scored across all the games will be shared across all social media platforms as well as the big screen in Kilmacud Crokes.

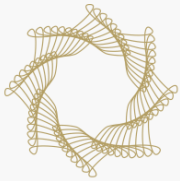
Throw in for the first game takes place at 11am on Saturday 17th and each team will play a minimum of three games before the winners advance towards the final event which takes place that evening in front of a full house of Sevens supporters.

Head of Marketing of Volkswagen Ireland, Paul O'Sullivan said, "We were delighted to begin our association with the GAA last year through the All-Ireland Junior Sevens and felt that the All-Ireland Senior competition was a natural fit regarding strengthening our ties with the local GAA communities across Ireland."

He added, "The Kilmacud Senior Sevens is a competition that is revered across the country, and some of the finest footballers in Ireland have played and will continue to play in the competition this year. We are honoured to be supporting the tournament in 2016 and beyond."

Source: www.businessworld.ie

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One-size-fits-all punishment doing marked GAA men no favours

Referees opting for two yellow cards when top talents targeted via off-the-ball tactics


🕒 about 10 hours ago


THE IRISH TIMES

By Gavin Cummiskey



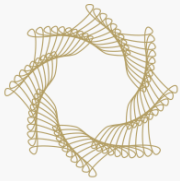
Dublin's Diarmuid Connolly was sent off following this challenge on Anthony Thompson of Donegal last weekend – having being booked earlier on. Photograph: Donall Farmer/Inpho

 That ancient line between sinners and sinned against is clearly blurred. For every Philly McMahon, Lee Keegan and Cathal McCarron – assiduous man marking defenders equally proficient at raiding forward – there are the much-maligned figures like Diarmuid Connolly, Aidan O'Shea and Seán Cavanagh.

 Any successful sporting platoon needs both types of soldier but this season it has become a repetitive tactic to remove the most talented by duping overworked match officials.

“I don't think Jim Gavin was the only one crying last weekend,” said Tomás Ó Flatharta at the launch of the Volkswagen Kilmacud Crokes Football Sevens, which take place on September 17th.





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Irish Examiner

Ray Cosgrove: Diarmuid Connolly must learn to turn the other cheek



Wednesday, August 10, 2016

Paul Keane

Former All Star Ray Cosgrove has warned ex-Dublin colleague Diarmuid Connolly that there's more 'treatment' coming down the line for him.



Former Championship top scorer Cosgrove said he's witnessed St Vincent's man Connolly being provoked and wound up by opposing players on various occasions.

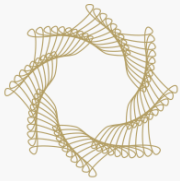
Dublin manager Jim Gavin claimed after last weekend's All-Ireland quarter-final win over Donegal, when Connolly was dismissed for two bookings, some of his players received 'special attention'.

Connolly got his first booking for grappling with Donegal's Ryan McHugh and Westmeath manager Tom Cribbin stated after the Leinster final his players set out to frustrate Connolly who was booked in that tie for a similar tangle with James Dolan.

Ray Cosgrove was speaking at the launch of the Volkswagen sponsored Kilmacud Crokes All-Ireland football sevens which will take place on Saturday, September 17.



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COSGROVE 'DUBLIN THE TEAM TO BEAT'



Wednesday 10 August 2016

Former Dublin forward, Ray Cosgrove, says Dublin are the form team heading into the last four of the All Ireland Football Championship.

The boys in blue face Kerry in the All Ireland Championship semi-final at the end of the month.

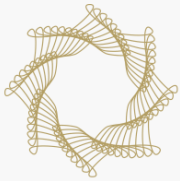
"Dublin in my opinion are the form team. They're the team to beat," said Cosgrove. "They've already beaten Kerry in the national league final. They don't want to be in any way complacent going into the semi-final. I think they're on an upward curve, they're improving every game."



"Paul Mannion came on the last day and they got such strength in depth coming from the bench. I certainly believe Dublin will win the next day and they're the team to beat to win an All-Ireland."

Dublin GAA stars Bernard Brogan, Paul Mannion and Cian O'Sullivan were on hand on Tuesday along with Ray Cosgrove and Tomas O'Flaharta to officially announce Volkswagen's sponsorship of the Kilmacud Crokes All-Ireland GAA football Sevens.

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Posted on **August 10, 2016**

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Volkswagen Strengthen GAA Ties

Volkswagen has extended its relationship with the GAA across south County Dublin by adding title sponsorship of the Kilmacud Sevens tournament in September to the All Ireland Junior competition for clubs it supports through St Judes.

Dublin GAA stars Bernard Brogan, Paul Mannion and Cian O'Sullivan (pictured below) were on hand yesterday to announce the new partnership.



The tournament, now in its 43rd year, remains the most prestigious GAA sevens tournament in Ireland with past winners include St. Galls (Antrim), Corofin (Galway) reigning champions, Kilmacud Crokes.

Volkswagen will be supporting this sponsorship with a fully integrated activation program including experiential match day activity, product placement as well as an innovative Volkswagen Live GAA TV whereby every goal scored across all the games will be shared across all social media platforms as well as the big screen in Kilmacud Crokes.

Throw in for the first game takes place at 11am on Saturday 17th and each team will play a minimum of three games before the winners advance towards the final event which takes place that evening in front of a full house of Sevens supporters.

"We were delighted to begin our association with the GAA last year through the All-Ireland Junior Sevens and felt that the All-Ireland Senior competition was a natural fit regarding strengthening our ties with the local GAA communities across Ireland," said Paul O'Sullivan, Head of Marketing at Volkswagen Ireland.

"It has always been a source of pride for me that my club has hosted this prestigious and very special tournament for so many years," said Paul Mannion who starred again for Dublin from the bench in last Saturday's All Ireland quarter final.

"I have seen it develop over time, and I really enjoyed playing in the competition last year. We are the defending champions this year so we will be looking to keep the trophy here in Dublin."

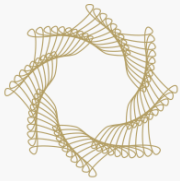
"The Volkswagen Kilmacud Crokes Football Sevens is an integral part of All-Ireland weekend, placing a special emphasis on our games and club players a day prior to what is the highlight of our inter-county football calendar," added GAA President Aogán Ó Fearghail.

The tournament will take place on Saturday 17th September 2016 in a host of venues such as Glenalbyn, Silver Park and neighbouring Naomh Olaf's Pairc uí Bhriain. There will be 32 of the top senior teams from across Ireland competing.

Image Credit: Sportsfile



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Ray Cosgrove reckons Kerry will stitch Diarmuid Connolly up



At the Kilmacud Sevens launch were (l-r) Ray Cosgrove, Tomás Ó Flaharta, Volkswagen's Paul O'Sullivan, and Crokes chairman Kevin Foley

I DUBLIN GAA stars Bernard Brogan, Paul Mannion and Cian O'Sullivan were joined by former Dubs ace Ray Cosgrove and Kilmacud Crokes boss Tomás Ó Flaharta in Glenalbyn yesterday to officially announce Volkswagen's sponsorship of the Kilmacud Crokes All-Ireland football Sevens.

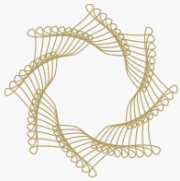


RAY COSGROVE expects Diarmuid Connolly to get plenty of attention from Kerry defender Peter Crowley in the All-Ireland semi-final.

Connolly was sent off for a second yellow card in Saturday's quarter-final win over Donegal and the spotlight is firmly on the St Vincent's ace again as a target for defenders.

Cosgrove hopes Dublin's star man gets the protection he deserves from referees and urged him to keep his head when defenders get in his face.





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Tomas O Flatharta has little sympathy for 'crying' GAA managers



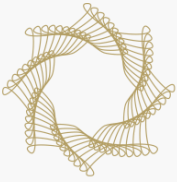
Daire Brennan/Sportsfile

Paul Mannion, Cian O'Sullivan, Bernard Brogan, former Dublin player Ray Cosgrove and former Westmeath, Galway, and Laois manager Tomás Ó Flatharta

Tomas O Flatharta says he has little sympathy for managers who cry foul over the treatment being dished out to their players.

Dublin boss Jim Gavin suggested "match officials were letting the players down" after his side's win over Donegal on Saturday, while calling for greater vigilance from refs on the matter of his players receiving "special attention".





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