

Mitsubishi Electric Europe deepens its commitment to women's rugby by partnering with PWR & The RPA

Mitsubishi Electric Europe B.V. partners with the Rugby Players Association (RPA) and its Thrive programme alongside its Parallel Potential platform, and also becomes an official partner of Premiership Women's Rugby (PWR).

Mitsubishi Electric Europe B.V. has announced two new UK partnerships in women's rugby, driven by a shared belief that investing in the women's game creates impact well beyond the pitch. Through a formal partnership with the Rugby Players Association's *Thrive* programme and Mitsubishi Electric's Parallel Potential platform, the combined goal is to provide athletes with meaningful career support during, and beyond their playing careers. In addition, Mitsubishi Electric has become an official partner of Premiership Women's Rugby (PWR), strengthening its commitment to the domestic league and the continued growth of the women's game.

The Parallel Potential platform launched alongside Women's Rugby World Cup 2025, and set out to shine a light on the financial and professional challenges facing female rugby players, and to create tangible pathways for women to thrive both on and off the pitch. The new partnership with the RPA and its *Thrive* programme, formalises and deepens this commitment. The *Thrive* programme is the RPA's dedicated personal development and wellbeing programme for women's rugby players. Launched in 2024, *Thrive* exists to support players in building sustainable futures both during and beyond their playing careers, recognising the unique challenges many female athletes face in balancing elite sport alongside education, employment and personal development.

This aligned partnership will include the development of a valuable toolkit that will help players, clubs and corporates become better informed with clear information and guidance on the realities and benefits of dual-career athletes in the workplace. The RPA will also use their influence to capture insights and data and produce content to fuel the development of Parallel Potential as well as explore initiatives that will enable the RPA to effectively support more PWR players manage their rugby careers.

Rachael Burford, Head of Women's Rugby at the RPA said: "We are delighted to be partnered with an organisation that not only recognises the financial and professional challenges faced by female rugby players but the value and potential these elite athletes bring, and this partnership will provide support players as they navigate their off-field potential during their playing careers."

Mitsubishi Electric Europe BV partners with Premiership Women's Rugby

Mitsubishi Electric has also become an official sponsor of Premiership Women's Rugby, reflecting a deeper strategic alignment. The partnership will allow Mitsubishi Electric to connect authentically with consumers who value performance, reliability, and long-term sustainability, while championing the women's game.

As well as a matchday presence and prominent visibility at all matches, Mitsubishi Electric will help bring its sustainable solutions to rugby audiences who are looking to drive down the carbon footprint of their property.

Hans-Joerg Hinkel, General Manager, EMEA Head of Communication at Mitsubishi Electric commented: "We're proud to be partnering with the RPA and its Thrive programme at such a pivotal moment for the women's game. Thrive shares much of the same ambition as our own Parallel Potential platform - raising awareness of the challenges athletes face and helping businesses understand the extraordinary value that players bring to the workplace. Similarly our partnership with Premiership Women's Rugby gives us a powerful platform to help inspire the next generation, and connect with communities who care deeply about performance, sustainability and building something that lasts."

Genevieve Shore, Executive Chair, Premiership Women's Rugby said: "From the outset of our discussions with Mitsubishi Electric it was clear that they shared our commitment to inspiring and supporting the next generation, and so it was an easy decision to choose to partner with them. At PWR, our guiding principle is leaving the game in a better place than we found it; making sure that we build a women's rugby ecosystem that is sustainable for the generations of women and girls to come. We couldn't ask for a better partner than Mitsubishi Electric as we try to make that goal a reality, and their support will be invaluable over the coming years."

Together, these partnerships represent Mitsubishi Electric's most significant investment in women's rugby since the Women's Rugby World Cup in 2025. From championing dual careers in the professional game to inspiring more women into the construction workforce and bringing low-carbon solutions to new audiences, Mitsubishi Electric is demonstrating that sport, business and social progress are most powerful when they move together and they are inviting others in industry to do the same.

-ENDS-

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Notes to editors:

About Mitsubishi Electric Europe B.V.

Mitsubishi Electric Europe B.V is a wholly owned subsidiary of Mitsubishi Electric Corporation; helping customers meet their business challenges through providing innovative technologies and high-quality products and solutions. For more information visit:

<https://Europe.MitsubishiElectric.com>

About the Rugby Players Association (RPA)

The Rugby Players Association is the representative body and collective voice of elite rugby players in England. We represent more than 900 current male and female players, as well as a growing retired player network. It is our mission to support, promote and protect the interests of our members, from the moment they begin their elite careers, throughout their playing days, and beyond as they embark on the next phase of their lives.

Our members enjoy a wide range of benefits, including: independent representation; legal advice; personal and professional development; playing insurance; education; confidential counselling; transition support; and much more. Members can also access the support of our official charity, Restart, in the event of serious illness, injury or hardship.

<https://therpa.co.uk/>

About Premiership Women's Rugby (PWR)

Premiership Women's Rugby (PWR) was established in 2023, with the intention of delivering the world's best domestic women's rugby competition. In its short history, the PWR has already established itself as the home of the world's elite women's rugby talent, with 130 players who represented their countries in the 2025 Women's Rugby World Cup also playing for one of the nine PWR Clubs; including all of England's tournament winning Red Roses.

With a period of rapid growth over the first two seasons, in the third season PWR levelled up again: with every match in the 2025/26 season being broadcast live across TNT Sports, BBC Sport and YouTube - bringing women's rugby fans closer than ever to the unmissable PWR action.

To learn more about Premiership Women's Rugby and how we're changing the game for female athletes, visit <https://www.thepwr.com/about-pwr>