



LITTLE ATHLETICS QUEENSLAND

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Little Athletics Queensland Partners with Badges And Medals to Deliver Sustainable Excellence

Little Athletics Queensland is proud to announce a new three-year partnership with Badges And Medals, who will serve as the official medal supplier across all LAQ events.

The collaboration will launch at the upcoming Coles Winter Carnival in Townsville on June 28–29, where athletes will receive newly designed, custom-made medals that reflect the energy, dedication, and spirit of Little Athletics.

“Medals provide lasting recognition of the hard work of our Little Athletes. We want kids to look back fondly decades later and display an awesome medal they can be proud of,” said LAQ CEO Christopher Davis. “We’re excited to be partnering with a company that shares our commitment to quality, innovation, and positive impact. The craftsmanship and sustainability focus that Badges And Medals brings to the table made this an easy choice for us.”

The partnership goes beyond aesthetics—it’s also a major step forward in LAQ’s ongoing sustainability journey.

By switching to 100% recycled metal medals, Little Athletics Queensland will help stop over 130,000 plastic bottles from entering the ocean across the next three years. Each medal produced will prevent two plastic bottles from polluting the environment, while also supporting people in vulnerable communities who collect and repurpose the plastic waste.

Badges And Medals CEO Hamish Larsen said the company is thrilled to be joining forces with Little Athletics Queensland.

“We’re proud to support the incredible work of Little Athletics Queensland by creating awards that reflect their excellence,” Larsen said.

“Over the next three years, Little Athletics Queensland will stop 131,640 bottles, or 2.6 tons of plastic, from polluting the environment across all of its events. And the people who collect the plastic earn income and life-changing benefits—like health insurance and school supplies—which help break the cycle of poverty.

Little Athletics Queensland is proving you don’t have to compromise on quality to be environmentally and socially conscious.”



Major sponsor of Little Athletics Queensland

Badges And Medals currently supplies medals to high-profile organisations such as Surf Life Saving Australia, FIBA, the Los Angeles Marathon, and the Melbourne Marathon. Now, they proudly add Little Athletics Queensland to their roster of partners committed to excellence and sustainability.

To find out more about Badges and Medals and their products, please visit their website <https://badgesandmedals.com>.

*New medals and designs will be gradually phased in over the next two seasons to reduce waste of existing stock.

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