



New sponsor for East Limerick championships



Ryan and Riordan Insurances were recently unveiled as the new sponsors of the East Limerick hurling and football championships. The sponsorship underlines the company’s commitment to the local GAA scene.

As two staunch GAA men, it seems entirely fitting that business partners Denis Ryan and Maurice Riordan have become the new sponsors of the East Limerick hurling and football championships.

Their company, Ryan and Riordan Insurances, which has offices in Pallasgreen and Charleville, came to the East Limerick board’s aid when PJ Matthews Bathrooms announced that it was ending its sponsorship at the end of last year.

The sponsorship encompasses all adult grades, including senior, intermediate, junior, junior ‘B’ and under 21 in both codes. “It’s our way of giving something back to the GAA,” says Denis, who is chairman of the local Pallasgreen GAA club.

Denis and Maurice founded Ryan and Riordan Insurances in 2004, having met during their time working for Friend’s First. Prior to that, Denis had traded under Denis Ryan Insurances, while Maurice had been employed by New Ireland Assurance for 13 years. In all, Maurice has 22 years’ experience in the insurance business and is a qualified financial advisor.

Whereas Denis specialises in general insurance (house, motor, liability etc), Maurice’s area of expertise is investments, life pensions and income protection. To use Denis’ words, the two “compliment each other”.



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“Maurice and I have got tremendous enjoyment from the GAA down through the years and continue to do so.

From a business point of view, it also made perfect sense to support something local because many of our clients are from the east Limerick area.

We’ve got very good publicity out of this as well.”



Before becoming chairman of Pallasgreen, Denis played both hurling and football with the club and also served a term as treasurer. He won county intermediate hurling championship medals in 1995 and 2002, and his two sons Ciaran and Colin are now following in his footsteps by lining out for the under 16 and under 14 teams respectively. Formed in 1887, Pallasgreen is one of Limerick’s oldest GAA clubs. But even before this, games has been organised in the locality. Situated just six miles from the county boundary with Tipperary, Pallasgreen has produced some fine athletes and sportspeople who have brought tremendous success to the parish, including Olympic gold and silver medals, world records, All-Ireland titles, Railway Cups, as well as numerous county titles.

Such was the strong athletic content in the parish in the early years that Pallasgreen was often refe

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red to as “The Athletic University of Pallas”. Even in Scor, Pallasgreen has been to the forefront with several Munster and All-Ireland titles coming the club’s way.



Pallasgreen, whose club colours are blue and gold, currently field senior football and intermediate hurling teams. The footballers have reached the quarter-final stage of the county senior championship in each of the past two years. They were beaten in 2007 by Dromcollogher-Broadford, the current Munster club champions. Lorcan O’Dwyer will fly the flag for Pallasgreen on the Limerick team which faces Cork in the Munster football final on July 5 – a game Denis is eagerly looking forward to.

“Cork are hot favourites after their performances against Kerry, but Limerick should have beaten them last year and if Cork take them for granted at all, they will pay a high price. Mickey Ned O’Sullivan has turned Limerick into a strong championship team and they won’t be beaten easily by anyone,” he says.

A native of Colmanswell in Limerick, Maurice Riordan has been living in Newtownshandrum for many years now and was a selector with the famous North Cork club when they lost the All-Ireland club hurling final to Galway champions Portumna in 2006. In the same year, his son Shaun won a Munster championship medal with the Cork minor hurlers and has since emerged as a key player for the Newtown’ senior team.

Maurice inherited his love for hurling from his father Mossie, who sadly passed away last December. Mossie won an All-Ireland medal with the Limerick junior team which defeated London in the 1957 final, and played for many years with the Bruree club. In 2006, Bruree ended a 113-year wait for Limerick senior hurling championship

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honours when they defeated Patrickswell by 1-16 to 1-15 in the final. They had lost county finals in 1978, '82 and '94.



Maurice regards Newtownshandrum as one of the top clubs anywhere in the country, and it is difficult to disagree. With just 800 people in the parish and no real hurling tradition, Newtown's achievements since the turn of the millennium have been nothing short of astounding. A junior club for much of their history, Newtown's fortunes began to change in 1996 when they won the county intermediate championship. Two years later, they won the first of three successive under 21 titles and then came a major breakthrough in 2000 when they defeated Erin's Own to capture their first senior championship.

After losing the 2002 county final to Blackrock, they exacted sweet revenge on the Rockies in the 2003 decider before going on to comfortably account for Dunloy in the All-Ireland club final. Cloyne ended their reign as county and All-Ireland champions in 2004, but they bounced back to win their third county title at Cloyne's expense in 2005 before going on to lose the All-Ireland club final to Portumna.

With players of the calibre of the O'Connor twins, Ben and Jerry, and Cathal Naughton, Newtown' are expected to be strong contenders for county championship success again this year, and have qualified for the quarter-final where they will meet the Tomas Mulcahy-managed Glen Rovers.

"We beat them already in the first round, and hopefully we'll be able to repeat the trick again and get into the semi-finals," Maurice concludes.

From Hogan Stand magazine

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