

## **Kandy Club Rugby Team Sponsered By Etisalat**

In keeping with its impervious passion for sports, Etisalat Lanka has embarked on a 4 year Co-Sponsorship of the Kandy Sports Club Rugby team, starting this year. (2010) This sponsorship signifies Etisalat's firm commitment to and brand association with the local sports arena, starting with Cricket, Golf, Squash, Chess and now, Rugby. Assisting a journey towards advancing the sport in Sri Lanka's hill capital, Etisalat has increased it's affiliation with sportsmanship both locally and globally.

As the first initiative for the fearless team, now on their 13<sup>th</sup> consecutive year as the undisputed champions, Etisalat Lanka has sponsored their tour of South Africa and Dubai. The team during its tour to South Africa will be trained under world cup winning legendary captain François Pienaar & ace wing three quarter Brian Habana. The tour was concluded on 23<sup>rd</sup> in Dubai where Kandy SC taking on Dubai Exiles on a friendly encounter. This spirit of healthy competition and relentless dedication is applauded and embraced by Etisalat, who remains no stranger to the Sports arena.

Since its launch in Sri Lanka last month, Etisalat has already extended its support to Cricket (The Royal-Thomian encounter 2010), Golf, Squash, Chess and now Rugby, as it hopes to expand further to many other realms. As an International Player, Etisalat shows strong support for many popular sports such as Cricket, Formula 1, Golf and Football. Last year Etisalat signed a coveted 4 year partnership deal with renowned U.K football club Barcelona known familiarly as Barça, and ranked Number 1 in the list of the greatest football clubs of the last 18 years by international organization IFFHS. These proud sponsorships has set the groundwork not only to bringing the spirit of sports sponsorships into Sri Lanka, but also, further strengthen Etisalat's association with the spirit of gamesmanship.

Etisalat Lanka Deputy CEO, Riyaz Rasheed said, “Etisalat’s association with the current champions Kandy Sports Club Rugby team will accentuate our profile and brand, which is already creating excitement in the country. At Etisalat, we strive to extend people’s reach, by being more than just a telecom service provider. Through this association, we will take each and every Rugby enthusiast closer to the excitement and spirit of the game.” He added, “Rugby represents passion, teamwork, solidarity and leadership – values that Etisalat represents in the corporate world.” In addition, Kandy Club Rugby captain Fazil Marija said, “We sincerely thank Etisalat for their kind sponsorship and we look forward to deliver an unforgettable performance to make our sponsors proud.”

Etisalat Lanka Deputy CEO, Mr. Riyaz Rasheed handed over the official tour T-Shirts to the Kandy sports club Rugby team Capt Fazil Marija, prior to their departure, with the presence of Patron, Mr. Malik Samarawickrama, Club President, Dr. Sarath Kapukotuwa & the head coach Johan Taylor at a ceremony held in Nittawala. This sponsorship remains testimony to Etisalat’s acknowledgment that sport can be a powerful vehicle for social change, bringing people together and instilling values of teamwork and camaraderie, all things they consider valuable.