



## PRESS RELEASE

### 132<sup>nd</sup> Battle of the Blues, “Play to Win” with Etisalat

Royalists and Thomians all around the world were geared up with excitement as the 132<sup>nd</sup> Battle of The Blues took Colombo by storm on the 10<sup>th</sup>, 11<sup>th</sup> and 12<sup>th</sup> of March 2011. As this most looked forward to sporting and social event kicked off, Etisalat continued to support it for the 2<sup>nd</sup> consecutive year. In its 132<sup>nd</sup> year, the annual Royal-Thomian Cricket encounter, the oldest uninterrupted encounter in the world took place at the Sinhalese Sports Club Grounds, thronged by enthusiastic present and past students of two of the most prestigious schools in Sri Lanka; Royal College and S Thomas’s College. It was a fast, fierce and furious encounter of the world’s second oldest game, played with the true spirit of gentleman-ship; the spirit also embraced by Etisalat, the exclusive principal sponsor for this legendary event.

While last year stood as a testament to absolute success with the traditional fanfare, excitement and stellar on field performance, this year saw a new twist with promotions and attractive offers by Etisalat. Free gifts, attractive offers and promotions courtesy Etisalat were attached to the ticket and available for all ticket holders. In collaboration with Print Care, an innovative scratch game was included on each match ticket, giving the ticket holder the chance of winning instant prizes, courtesy Etisalat. In addition, this year’s tickets contained superior security features, making counterfeiting impossible. Meanwhile, the Etisalat tent was a luxurious location at the grounds with loads of goodies, merchandise and entertainment, providing royal treatment to their valued customers.

Etisalat Lanka CEO, Dumindra Ratnayaka said, “We are proud to be part of the oldest uninterrupted inter school cricket encounter played in the world for the 2<sup>nd</sup> consecutive year -it is not simply a cricket match but a coming together of two great institutions which has nourished the culture and traditions of a generation. We at Etisalat believe in team spirit egged on by healthy competition and this encounter epitomizes the culture we endorse.” He added, “Etisalat have continuously lent support to the development of sports in these 2 prestigious schools and will continue to do so with pleasure so as to enable the usual traditions and camaraderie which makes them legendary.”

Principal of Royal College, Upali Gunasekera expressed his appreciation, “The 132<sup>nd</sup> three day ‘Battle of the Blues’ is an event of great significance to Royalists all over the world, past and present. We were happy to have Etisalat on board, backing us up for this legendary gentleman's game of cricket.” Warden S Thomas' College, Rev. John C Puddefoot endorsed the sentiments expressed. “It was a great pleasure embarking on a new partnership with Etisalat as principal sponsor of the Royal-Thomian last year and I am glad they came back for 2011” Notably, the Royal Thomian Committee worked closely with Etisalat in making this year’s match a roaring success and will continue their efforts in future to better this successful partnership.

## STRATEGIC ALLIANCE



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