

FOR IMMEDIATE RELEASE

## **YKK teams up with Real Madrid foundation again to conduct football clinics for underprivileged youth in Colombo**

*Promoting children's healthy growth through sports*

**Colombo, Sri Lanka, 26<sup>th</sup> August 2016:** YKK is back with another football clinic for the children. This time it is the kids of Colombo that will benefit from this corporate social responsibility (CSR) program. From the 26<sup>th</sup> to the 28<sup>th</sup> of August 2016, YKK HOLDING ASIA PTE. LTD. (YHA), and YKK LANKA (PVT) LTD., will once again collaborate with the Real Madrid Foundation (RMF) to organize the **YKK ASIA GROUP Kids Football Clinic (AKFC)**.

The three-day clinic will kick off on day 1 with the coaches' clinic from 3pm at the Racecourse International Rugby Stadium (RIRS). Coaches from Real Madrid Foundation, Mr. Pablo Gomez Revenga, Mr. Javier Garcia Torres and Mr. Jaime Torcal Cano, will be the invited line up to share the club's training methodology and techniques with the local coaches, selected from the local football federation and schools. On day 2 and 3, the local coaches will then be given a hands-on experience and assist the Real Madrid Foundation coaches to conduct the four kids clinic sessions. They will collectively train the participants from SOS Villages & Badulla School.

As part of YHA's efforts to contribute to the society-at-large in a meaningful way, the mission to promote the healthy growth of children through sport related activities was adopted in 2006. Since then, the AKFC has become YKK ASIA GROUP's flagship regional CSR event; and has been held across countries like Bangladesh, Cambodia, India, Indonesia, Malaysia, Philippines, Singapore, South Korea, Sri Lanka, Thailand and Vietnam.

YHA's President, Mr. Kosuke Miimi said, "*This [AKFC] is an integral program that not only values the children, but the community. This event gives opportunities to those who normally have a lesser chance at sports and brings the community together to celebrate the love of football.*"

*"YKK Lanka has various CSR activities from scholarships, hospital renovations, the assisting of technical schools, tree planting and so on. This football clinic further enhances our dedication to continuously contribute to the Sri Lanka society as a global "local company".*" Mr. Ryohei Nagahata - Managing Director & Factory Director, YKK Lanka (Pvt) Ltd shared.



Because of the efforts by YKK, thousands of underprivileged children have been able to get up close and rub shoulders with the Spanish football coaches of the Real Madrid Foundation. For some of these kids, AKFC represents a once in a lifetime experience to enjoy and play football under professional coaches.

Each participant will receive a full set of YKK/Real Madrid Foundation kit (inclusive of jersey, shorts and socks), football boots and a certificate of participation along with other exciting goodies. To further encourage continuity in local football, YKK will donate all the footballs and training equipment from the event to the participating communities.

YKK's aspiration for the program is that these efforts will translate in some small way into a force of positivity in the lives of the children participating in this once in a lifetime opportunity.

**For more information, please contact:**

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## **EVENT FACTSHEET:**

**“YKK ASIA GROUP Kids Football Clinic”** is a football clinic, which supports healthy growth of Children through Sports and aims at underprivileged children 8-15 years of age. The Real Madrid Foundation coaches will conduct each 3-hour session. The participants will learn football the ‘Spanish way’, character building and developmental social skills whilst having great fun playing the game and experiencing a once in a lifetime experience.

### **(a). Press Conference**

Date : 26<sup>th</sup> August, 2016  
Venue : Galle Face Hotel, Jubilee Ballroom Colombo 3, Sri Lanka 2  
Time : 11:00pm – 13:00pm (Registration at 10:00hrs)

### **(b). Coaches Clinic**

Date : 26<sup>th</sup> August, 2016  
Venue : Racecourse International Rugby Stadium  
Time : 15:00pm – 18:00pm

### **(c). Kids Clinic (4 sessions)**

Date : 27<sup>th</sup> & 28<sup>st</sup> August 2016  
Venue : Racecourse International Rugby Stadium  
Time : AM Session (8:30am – 11:30am)  
PM Session (15:00pm – 18:00pm)  
Category : Boys and Girls age 8–15 years old (Est. 280pax total/70per session)

### **(d). Website Links:**

<http://www.ykkasia.com/upcoming.htm>

<http://www.ykkasia.com/archives.htm>

### **(e). Additional information:**

Participants will receive a set of jersey, shorts, socks, a pair of football boots, cap and a certificate of participation. Refreshments and snacks will be provided.

This year, the AKFC has also managed to secure an impressive panel of distinguished guest; Mr. Ryohei Nagahata – Managing Director & Factory Director, YKK Lanka (Pvt) Ltd, Ms. Raushan Azim - Finance Acc, HR & General Affairs, YKK Lanka (Pvt)



Ltd, Mr. Alson Ng - Regional Marketing Manager, YKK Asia Group & Brand Strategy in YKK Holding Asia Pte Ltd (YHA), Mr. Youwen Wu – CEO Asia Pacific Real Madrid FC and Mr. Anura De Silva - President, Football Federation of Sri Lanka.

### **Press Release Appendix: Additional Information**

#### **(i). YKK HOLDING ASIA PTE. LTD.**

YKK Corporation is a global developer, manufacturer and supplier of quality fastening and architectural products. Currently, YKK group has 114 affiliated companies, in diversified business developments in 71 countries such as Europe, Japan and Asia Pacific regions.

Established in 1991, YKK HOLDING ASIA PTE. LTD. is a regional management office and headquarters of YKK Corporation for the ASIA region. We have extensive operations in 18 countries and we are responsible for regional support to our subsidiaries.



## YKK ASIA GROUP



### (ii). YKK LANKA (PVT) LTD

Society is becoming both more equitable and open as a result of the accelerated rate of globalisation taking place in our world today. In line with this phenomenon, YKK Group identifies itself as a global company; a reliable one upon which customers can depend and one that creates new values with superior technology.

Based on this corporate identity and as a part of YKK's global strategy, YKK Lanka was established in the latter half of 1999 after having had a local presence as a service centre for twenty years.

The company situated its sales and finance office in Colombo 3 and constructed a 12,000m<sup>2</sup> factory on 31,000 m<sup>2</sup> of land in the Seethawaka Export Processing Zone. Located in the vicinity of the city of Gem, the zone is in a place of panoramic beauty, surrounded by two rivers and a mountain range. It also contains enough land for the cultivation of a mini forest with over 60 varieties of rare trees. Fruit trees are grown and their fruits can be harvested all year round. These trees also serve as homes for a variety of birds and other organisms.

YKK Lanka produces #3 and #5 metal, coil and Vislon zippers and has a competitive edge on delivery lead time and other pre-requests in the apparel industry. Many colours are developed and produced within a short timespan to meet the demands of the fashion trends of the garment industry. The factory is also located away from heavy traffic in the city and is in a location that is easy for customers to access.

The company's speedy and courteous customer service and dynamic sales and marketing team will be a valued addition to the ever challenging industry.

### **(iii). Real Madrid Foundation**

The Real Madrid Foundation seeks to promote our values through sports and education, teaching children human values such as commitment, responsibility and teamwork, which will be central to their success in their future work life.

#### **Pablo Gomez Revenga (Head Coach)**

Pablo Gomez Revenga is the Technical Management Clinics and International Technical Schools Director since 2009.



He accomplished his MBA in Sports Management and Master in Golf Management in the Universidad Europea de Madrid from 2008-2009 and 2007-2008 respectively. He got his license in Physics and Sports Sciences in the same university in 2007. Since he is working for RMF he took part and led more than 40 football clinics worldwide spreading coaching methodologies of Real Madrid.

**Javier García Torres (Coach)**

Javier García Torres is a professional football player before becoming a coach in 2001.

Learning his skills at Real Madrid he is the perfect person to pass on his knowledge to future talents. Torres is very passionate in sharing his experience and passion for football with kids, which contributes in making the football clinics a great success.

**Jaime Torcal Cano (Coach)**

Jaime Torcal Cano is the current Technical Coach for clinics in Real Madrid Foundation. At the same time, he is also coaching the Real Madrid Academy U12, U11, U10, U9 & U8 teams.

Having attained his UEFA PRO certification in 2008, we can be rest assured that the experience and coaching techniques that he imparts is definitely that of an international professional standard.

**(iv). Participant Information**

**a. Beneficiaries**



### **SOS Children's Villages (Piliyandala)**

SOS Children's Villages of Sri Lanka is a non-governmental social development organisation that has been active in the field of children's rights and committed to children's needs and concerns since 1981. SOS Children's Villages of Sri Lanka is part of the umbrella organisation SOS Children's Villages International. SOS Children's Villages focuses on family-based, long-term care of children who can no longer grow up with their biological families.

At SOS Children's Villages and SOS Youth Facilities they experience reliable relationship and love once again, meaning that they can recover from what they have experienced, which has often been traumatic. They grow up in a stable family environment, and are supported individually until they become independent young adults.

### **b. Football Federation of Sri Lanka (FFSL)**

The **Football Federation of Sri Lanka (FFSL)** is the governing body of football in Sri Lanka. It operates the national football team and Sri Lankan Football Premier League. FFSL was founded in 1939 and has been affiliated with FIFA since 1952.