



PRESS RELEASE

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NETBALL WINS INTERNATIONAL SPORTS EVENT MANAGEMENT AWARD
WORLD NETBALL CHAMPIONSHIPS 2011 TOPS THE BRAND PRESENTATION AWARD

The International Federation of Netball Associations (IFNA) won the Brand Presentation category for the recently concluded Mission Foods World Netball Championships (WNC) Singapore 2011 at the International Sports Event Management Awards (ISEM) Dinner 2011 held in London yesterday.

The Mission Foods WNC 2011 emerged top in the category, with the other nominees being the AFC Football Cup 2011, World 9 Ball Championship, 2nd Asian Beach Games Muscat and Emir Cup 2011. Previous winners of the category include Barclays for the ATP World Tour Finals in 2010 and MasterCard Europe for the UEFA Champions League in 2009.

The Mission Foods WNC 2011 won the award as it had best demonstrated the use of sports event branding to drive consumer awareness, customer loyalty and established a positive brand image in the minds of spectators.

The judging panel, which included Danny Jordaan, CEO of 2010 FIFA World Cup South Africa, Xaviar Gonzalez, CEO of the International Paralympic Committee, Patrick Furlong of PTFI Media, Nigel Rushman of Rushmans Limited, Greg Bowman, Managing and Creative Director of Great Big Events and Kevin Roberts, Editorial Director of Sports Business, looked for visual dynamism, creativity and synergy with the event, television impact as well as the interaction with spectators.

IFNA was also nominated in the Event Look category for the Mission Foods WNC 2011, where it was awarded with the Silver, runners up award. The category was won by UEFA Europa League Final 2011 with the Qatar Ladies Open 2011 winning bronze. Last year, the winners of the Event Look category included the 2010 FIFA World Cup South Africa (Gold), 2010 Vancouver Olympic and Paralympic Winter Games (Silver) and the Sony Ericsson WTA Tour 2009 (Bronze).

Mrs Molly Rhone, President of IFNA, was delighted with the win. She said, "Winning the awards demonstrated that netball is competitive with their other major sports events in terms of event presentation and delivery. The Mission Foods WNC 2011 was very well organised by Singapore and I applaud the organising committee for the excellent work done. "

Chairperson of the organising committee of the Mission Foods WNC Singapore 2011 and also Executive Committee Board Member of Netball Singapore, Ms Jessica Tan, said, "This is very exciting news to us here in Singapore. This is testament that Netball Singapore is able to deliver major international sports events. I hope that with this, we are able to convince more corporate companies to support Netball and sign up as sponsors.

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The International Federation of Netball Associations (IFNA)

IFNA is the sole, recognised, international governing body for the sport of netball. Netball is a recognised Olympic Sport and IFNA is therefore affiliated to SportAccord, the International World Games Association and the Association of Recognised Sports Federations.

Currently, over 60 National Netball Associations are affiliated to IFNA, grouped into 5 Regions - Africa, Asia, Americas, Europe and Oceania - each with a respective Regional Federation.

IFNA also runs the World Netball Championships and the World Youth Netball Championships.

The Secretariat of IFNA is based in Manchester and has a small staff of three. It is one of the few International Federations still operating from within the UK.

For further details please visit:

www.netball.org or contact IFNA directly via ifna@netball.org

Pictures available on request