



Netball's hottest competition returns to Liverpool!

International Federation of Netball Associations (IFNA) announces Echo Arena Liverpool to host World Netball Series 2011

17th March

IMMEDIATE RELEASE

This year the Echo Arena Liverpool will once again host the World Netball Series. IFNA announced the decision today on behalf of the event's stakeholder group which includes England Netball, Liverpool City Council and the Echo Arena Liverpool.

The three day competition will commence on Friday 25th November and will conclude on Sunday 27th November with a celebratory Gala Dinner on the Sunday evening. Molly Rhone, President of IFNA commented: "I am delighted to confirm that this year's World Netball Series will again be held at the Echo Arena Liverpool. Teams, officials and spectators really enjoyed the thrilling Fast Net competition last year. We know that this year will be even better and we look forward to another warm welcome from Liverpool City and the staff at the Echo Arena Liverpool. New Zealand has won the trophy for two years in a row and will be looking to defend their title but this tournament promises to be a very closely fought contest between the top six teams in the world"

The six countries competing in the competition, in IFNA World Ranking order are; New Zealand, Australia, England, Jamaica, South Africa and Fiji. According to the IFNA World Rankings the top teams in the world have shifted slightly with Fiji replacing Malawi from the event last year.

Another boisterous atmosphere is expected at the Echo Arena over the weekend with the event once again due to attract netball lovers in their thousands.

Liverpool City Council's cabinet member for culture and tourism Councillor Wendy Simon said: "We are proud that this popular event is returning to the city for the second time. To be hosting the top six teams in the world means netball fans will be able to watch the sport at its very best. I'm sure the

competitors and visitors, who will be arriving here from across the globe, will enjoy a typically warm Liverpool welcome.”

England Netball has taken the lead this year for the commercialisation of the event. Any parties interested in working with England Netball to deliver the commercial objectives of the stakeholder group should contact Joanna Adams, England Netball's Head of Marketing joanna.adams@englandnetball.co.uk

Tickets for the event go on sale Friday 18th March. An early bird offer will be available until Sunday 8th May where you can save 17% on match tickets! To purchase your tickets and for further details visit <http://www.echoarena.com/>

ENDS

Notes to Editors:

World Netball Series

The World Netball Series is a new event created to showcase netball to the world using a new set of rules. The new format called Fast Net provides a fast, dynamic and exciting environment for players and spectators.

The main rule changes are as follows:

- shorter quarters – 4 x 6minute quarters rather than 15minutes
- Power Play – a team can have 1 quarter where their goals will count for double points.
- Long shots – goals can be scored from outside the circle and if successful are worth double points.
- Rolling substitutions – teams can make an unlimited number of substitutions whilst play is in progress.
- Centre passes – will be taken by the team who conceded the last goal rather than alternating between the teams
- Coaching – is allowed during the game from the marked coaching area
- Time outs – all injury stoppages will be limited to 30seconds

Fast Net made its international debut at the inaugural World Netball Series in October 2009 in Manchester. The new format has been a resounding success with the demand for Fast Net competitions spreading like wild fire... Netball has definitely got hotter!

For further details please visit:

www.worldnetballseries.com

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 the General Association of International Sports Federations, 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

Liverpool Echo Arena & Liverpool City Council

ACC Liverpool is an award-winning building located on the world-famous Liverpool waterfront. It sits alongside the Grade I listed Albert Dock complex and World Heritage Site on the eastern bank of the river Mersey, in the heart of Liverpool city centre.

ACC Liverpool cost £164 million to build, financed by Liverpool City Council, English Partnerships, the NWDA and ERDF funding. The building is owned by Liverpool City Council and run by ACC Liverpool Ltd. on its behalf - Liverpool City Council is the sole shareholder and a number of senior council employees sit on the board

For further details please visit:

www.echoarena.com

England Netball

England Netball is the national governing body for Netball in England and is responsible for delivering the sports development and participation programme in line with Sport England's Whole Sport Plan. Sport England funds national governing bodies to deliver three outcomes - grow, sustain and excel.

England Netball is a membership based organisation with over 70,000 affiliated members currently registered. This figure is set to increase as is the participation level for the sport. As recorded by the Active People Survey March 2010, Netball has already achieved its 4 year target, with over 143,000 women playing Netball every week. Netball is one of only four sports to have consistently increased its participation figures and despite overall female participation in sport showing a decline, Netball is successfully bucking this trend.

For further details please visit:

www.Englandnetball.co.uk

