



Press release

The best sixteen have made it to the Arsenal training at UK

- **Paul Shipwright & Martin Davis from Arsenal FC imparted training at the camp**
- **30 Tata Tea Arsenal Soccer Stars identified from across the nation participated in the camp**
- **16 boys would participate in the much awaited Arsenal International Soccer Festival in London**

Kolkata, June 11, 2008: As the two week training session of **Tata Tea Arsenal Soccer Stars**, which started on 3rd June comes to an end at the **CC&FC** under the able aegis of Arsenal coaches – **Paul Shipwright and Davis Martin**, it is time now to announce the names of the final sixteen who have been chosen to train in UK. This initiative from Tata Tea in association with Arsenal FC of UK to search for the sixteen Soccer Stars of India, saw these young boys get the chance of a lifetime, the chance to train with the best.

From 3rd June to 11th June the young boys were trained in two sessions by the Arsenal coaches from 7:00 a.m. to 9:00 a.m. in the morning and from 4:00 p.m. to 6:00 p.m. daily. The training camp provided these boys with an unparalleled training programmed including the customized **Arsenal development programme** called '**The Arsenal Way**'.

The step forward for the final sixteen is a once in a lifetime chance to undergo further training and an opportunity to attend the Arsenal training camp in the UK as well as an entry to the much awaited Arsenal International Soccer Festival in London, end July 2008.

The event is supported by merchandise partners – Nike, print partners – The Times of India, outdoor partner – Selvel and radio partner – S FM. The entire event is being coordinated and managed by High Life Management.



About Tata Tea Arsenal Soccer Stars

Tata Tea Arsenal Soccer Stars is a one of its kind football tournament for children aged 10 - 15 years. The tournament offers the selected boys access to unparalleled training programmes including the customized Arsenal development programme called ***The Arsenal Way***. Starting from 27th January, the tournament took place in phases across eight cities – Bangalore, Calicut, Goa, Chandigarh, Delhi, Mumbai, Shillong and Kolkata, with each city having its own elimination round, culminating in a national tournament. The two finalists from each city battled it out for the Champion School of India. A total of 16 teams played the All India Finals in Kolkata on 17th May 2008. On the 3rd of June, training started for the 30 chosen boys.

For further information please contact:

Vaishnavi Corporate Communications

Mahasweta – 9903839900, Debarati - 9903995962, Taposobha – 9903974485