



Hindustan Times NEXT School Soccer League '06

in association with **BOOST Chocoblast**

New Delhi, Delhi, India

Start: 16th October, 2006

Finals: 25th November, 2006

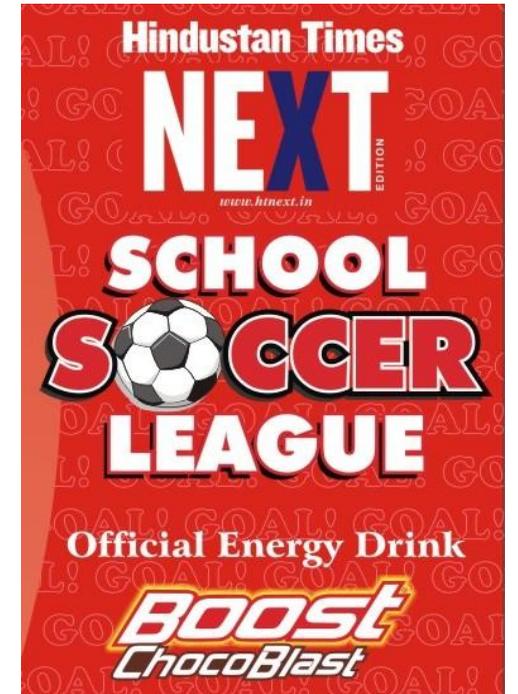
Yet another exciting season of the **Hindustan Times NEXT School Soccer league 2006** got underway this morning at the Modern Barakhamba School.

With 12 top schools from Delhi, Noida and Gurgaon competing each other the league is the most definitive soccer league in Delhi and NCR.

Twelve Teams are divided into four groups. Each team goes through a round robin format in their respective groups in home and away format with top 2 teams qualifying from each group for the Quarterfinals.

In the opening match of the season, Modern Barakhamba School defeated Apeejay, Noida by a convincing of 5 goals to 0.

To promote football at the youngest level, the league has become an annual feature of the school calendar and is being held regularly for the past three years. The focus of the tournament is to develop the game in a more structured manner at the grass root level



Hindustan Times NEXT – India's First Youth Newspaper has taken the initiative in sponsoring the tournament. Hindustan Times's association has taken the event to a new height. All kids are given kit & clothing for the tournament something that not even many senior teams had the privilege of. This year witnesses another brand coming on board to support the cause. BOOST has supported the event as an associate sponsor and official energy drink, further building its huge popularity amongst kids.

According to **Anand Bhardwaj, Head of Marketing, HT,** " Hindustan Times Next is proud to be the sponsor of such a well organized Soccer league, re-affirming its commitment to the overall development of the youth. We are sure the tournament will grow from strength to strength each year"

The organisers Simla Youngs ensure that the tournament is played in the best of the spirits by all participants.

Tushar Dev, Director, Simla Youngs, was delighted to see the League get into its third year, and is of the strong belief that such endeavors do provide the nursery for budding talent, something sorely missed in Indian Soccer.

"**Boost ChocoBlast**" has come on board to support the HT School Soccer League as the Official energy drink. It is yet another initiative by Boost to support upcoming talent in sports and encourage winning performance. The association will not just stand the brand in good stead, but also play a vital role in the stamina and success of each of the players" said **T.S.Dayanand, General Manager - Nutritionals, GlaxoSmithKline Consumer Healthcare.**

" Having nurtured and marketed the HT School Soccer League for the last three years, Creatigies feels privileged and happy to see companies and brands come forward to take up a cause, as well as gain from great brand association with the event. This year's World Cup Soccer has added an extra zing for both the little champions as well as for us organizing the league" said **Navroze D. Dhondy** , **CEO Creatigies Communications**, the marketing associates of the league.

The main rules of the Hindustan Times NEXT School Soccer League are as under:

- For Class 6,7 & 8 only & Born after 31st Dec 1992.
- 11 playing from a total of 16 players, 25 min each half, 5 min break in between
- Football pitch size: Full size football ground.
- Goal Post Size: Full size goalposts.
- Football Size: 5 No
- Offside rule will be implemented & every free kick will be direct.
- Goal kicks or defensive free kicks within the penalty area may be kicked from the edge of the penalty area.



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