

Press Release

6th August, 2010

Crown Motors Ltd. Sponsor Arsenal (HK) Soccer School **Helps Teens Develop Positive Attitude**

Crown Motors Ltd. (CML) has been actively contributing to the society through participating various types of activities with different target groups reached. As the pillars of tomorrow, teenagers play a very important role in our society in the future. It is crucial to help them develop a positive attitude and spirit of cooperation. To help promote teen's soccer in Hong Kong, CML decided to be a sponsor of the Arsenal Soccer School (Hong Kong),.

The official training of Arsenal Soccer School (Hong Kong) was just commenced. Over hundred children aged from 5 to 12 arrived at the Quarry Bay Park for their soccer lesson. Trainings including running, jumping, speed improvement and control of football were given. "Live Young" footballs were also given as a special support and encouragement for the school and each kid was given a TOYOTA t-shirt. After several phases of training, students will have chances to participate in district and inter-schools competitions.

The establishment of the Arsenal Soccer School (Hong Kong) is to arouse the interest of soccer sport among teenagers, to deliver positive mind set and to help develop their independency, sportsmanship, as well as team spirit. The school has launched the "Youth Soccer Training Program" to select the elites for competitions to be held in Mainland China, Hong Kong and Macau. This exchange program helps the youth gain valuable experiences, improve technical abilities and establish friendship.

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Photos:

Kids from Arsenal Soccer School (Hong Kong) are happy with the new TOYOTA shirts and “Live Young” footballs.



Trainers and students of Arsenal Soccer School (Hong Kong).