

# Sports

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## Sports Promotion & Development

Promotion of sports is central aspect of FFC CSR program. Living up to its legacy in 2014, FFC further extended its patronage to sporting event and emerging new talent in various sports disciplines.

## FFC Woman Sports Ambassador



*Ushna Suhail*



*Alina & Mahin Aftab Qureshi*



SAFF Women Football Cup



National Junior Taekwondo Championship

In 2013, FFC took the development of woman tennis in Pakistan under its patronage. For this, FFC extended its sponsorship to promising talent including Ushna Sohail and junior champion Alena and Mahin Aftab. This patronage included comprehensive foreign training of the players at reputed academies in Europe and Asia as well as their participation in international ranking tournament. In just over a year's time, FFC efforts have resulted in remarkable progress of not only the players but the game as well in Pakistan.

Ushna Sohail made history by becoming 1st Woman Tennis player to attain WTA ranking point in addition to her participation in Asian game in 2014. Similarly, Alena & Mahin Aftab represented Pakistan at Juniors Tennis Championship (ITF) 2014 in India. FFC extended its sponsorship to Pakistan Taekwondo Federation for organizing National Taekwondo championship.



FFC co-sponsored SAFF Woman Football championship 2014 which converged team from 8 countries which was a great honour for the country as international sports returned to Pakistan. FFC extended its sports sponsorship to Rawalpindi Polo Club for the upgradation of the Polo field. FFC undertook the upgradation of Farhad Sports Complex at Risalpur with the donation of Rs2.0 Million for synthetic Tennis court. FFC co-sponsored India and Pakistan Blind Cricket Series with the donation of 0.5 million. Upgradation of Mangla Skeet and Archery Club with donation of Rs 1.5 Million.

## **Sports Ambassadors of FFC**

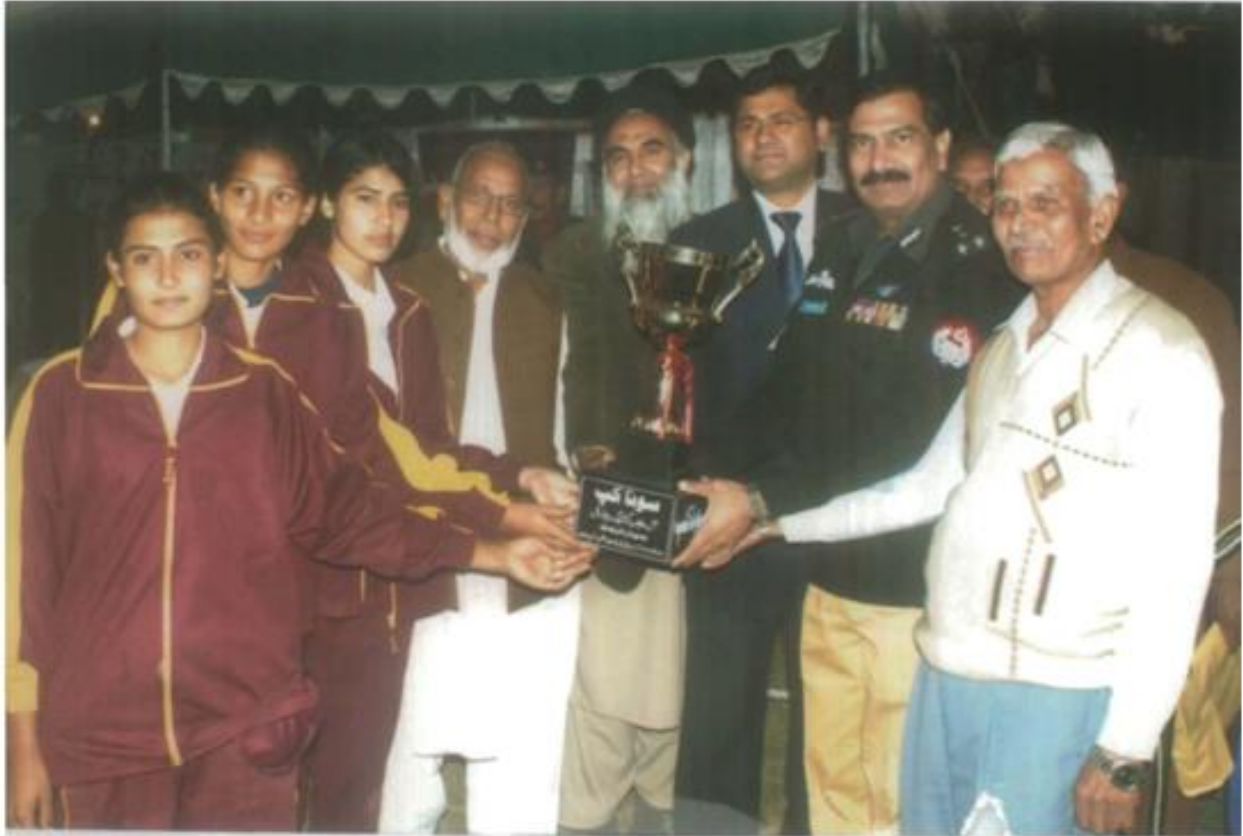
FFC has extended its sponsorship to under 18 Pakistan Tennis Players Alina & Mahin Aftab Qureshi by extending financial support for their professional training at Barcelona Tennis Academy, Spain. They will train at the academy for four weeks starting from July and upon return, will engage in the National Ranking Tournaments.



FFC has always been encouraging healthy activities and continues to support sports events in the areas of Rahim Yar Khan and Ghotki as well as on national level. Some of the sports events sponsored by FFC are :

- All Punjab Sona Cup Girls Handball Championship
- National Tae Kwondo Championship
- 3rd Jashan-e-Baharan Handball Mela

- All Pakistan Football Tournament
- Sona Cup Kabbadi Tournament
- Jashan-e-Pakistan Volley Ball Tournament



- 2nd Twenty 20 Deaf Cricket National Championship
- 3rd M. Shamim Memorial Football Tournament
- 2nd Summer Season Dist. Football Tournament
- Sponsorship for 15th Tour De Cycle Race



- Quaid e Azam Football Tournament
- District Hockey Championship-2009
- Hockey Coaching Camp at Sadikabad
- Interschool & College Handball
- 9th Sona Golf Championship
- League Football Championship
- 3rd Anti Narcotics District Hand Ball Mela
- Jashan-e-Aazadi District Throw Ball Tournament



FFC also sponsors numerous district and national level events and has assumed the role of patron in this field. This contribution has also helped in encouraging and developing new talent in Pakistan.