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It's Game On with Epson this Football Season

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With this year's football season upon us, Epson Singapore is inviting the nation's football community, including football fans and enthusiasts, to come together and participate in a series of exciting activities. Under the campaign theme of #EXPECTmore, Epson aims to encourage football fans and youths to never rest on their laurels, to strive for more and be persistent in the pursuit of their dreams.

At Epson, sports are an integral part of the organisation's DNA and this represents in reaching out and engaging with people through the common language of sports. Over the years, Epson's focus has evolved significantly from corporate sponsorship of events and teams, to social programmes that make real differences to the lives of youth through football.

This commitment to the sport also extends to Singapore, where Epson embarked their efforts to identify young football talent and providing a platform to showcase their skills and talents from hosting Epson Youth Challenge. This also helps to raise awareness of the hard work and the sporting values that are the foundation for sports excellence, especially in team sports.

As one of the world's largest manufacturers of computer printers and information and imaging related equipment, Epson believes in bringing technology to ground, making it easily accessible to people by enhancing the viewing experience of the 2018 World Cup with the loan of its high brightness projectors to six community centres islandwide – Toa Payoh Central Community Club, Henderson Community Club, Pasir Ris Elias

Community Club, Chong Pang Community Club, Bukit Batok Community Club, and Bedok Community Centre – to screen the World Cup games. In addition, Epson will also be loaning projectors to selected Sport Centres around Singapore.

Ms. Tan May Lin, Director – Sales, Marketing and Customer Service, Epson Sales Division of Epson Singapore, said, “At Epson, we understand the passion that people have for football and we’re continuing efforts to deepen community outreach activities. When people come together to watch the games, we want them to not only watch the match, but also have an amazing viewing experience. This is why this year, Epson is truly sharing the joy that football brings to the masses by providing our high-brightness projectors to selected community clubs in Singapore to screen the World Cup matches.”

In addition to enhancing the viewing experience of the World Cup games, Epson is also the key sponsor of the second edition of a youth football tournament, Epson Youth Challenge 2018, one of the key activities of the Singapore Football Festival^[1]. Epson Youth Challenge last year witnessed the participation of more than 1,200 youths representing a total of 180 teams across all categories.

Mr. Lai Chin Kwang, Chief of ActiveSG, Sport Singapore said, “Football brings everyone together to have fun. This year, the Singapore Football Festival – a month-long celebration, aims to give people multiple platforms to enjoy the sport. Epson Singapore’s youth tournament is one of the signature events that motivates our youth to play and live better. We look forward for more corporates to share Epson Singapore’s belief in connecting with the local community through football. Let’s be there at the Epson Youth Challenge come 21 July to cheer the players on.”

Tan added, “By sponsoring sporting events, Epson aims to channel its corporate philosophy of ‘creativity and challenge’ to individuals who participate at our sponsored events. Our company is committed to helping youths develop and achieve their football dreams, and we’re proud to partner with Geylang International FC to provide platforms for them to achieve their goals.”

Similar to last year’s tournament, Epson Youth Challenge 2018 is 5-a-side tournament with a total of nine categories. The top three teams in each category will walk away with Epson products and other attractive prizes. In

partnership with Geylang International Football Club (GIFC), the two most valuable players from the Under 16 & Under 18 categories in this tournament will also get to take part in an overseas training stint. To take part in the tournament, teams are encouraged to register at this link:

<http://bit.ly/EYCreg2018>

Geylang International Chairman Ben Teng said, “The past two years have been extremely exciting and successful for GIFC in terms of deepening our community outreach efforts to develop young footballers. This year, in our third year of partnership with Epson, we hope to continue empowering and nurturing local young talents and we look forward to making Epson Youth Challenge even bigger and better than ever before.”

[1] Singapore Football Festival is organised by SportSG, in partnership with Football Association of Singapore (FAS), operators, clubs and fans from the local football community. It aims to embrace Singapore’s love for football to inspire people to learn, watch and play various forms of football. The first edition last year was known as the Singapore Football Week.

About Epson

Epson is a global technology leader dedicated to connecting people, things and information with its original efficient, compact and precision technologies. With a line-up that ranges from inkjet printers and digital printing systems to 3LCD projectors, smart glasses, sensing systems and industrial robots, the company is focused on driving innovations and exceeding customer expectations in inkjet, visual communications, wearables and robotics.

Led by the Japan-based Seiko Epson Corporation, the Epson Group comprises more than 80,000 employees in 86 companies around the world, and is proud of its contributions to the communities in which it operates and its ongoing efforts to reduce environmental impacts. <http://global.epson.com/>

About Epson Singapore

Since 1982, Epson has developed a strong presence across major markets in Southeast Asia and South Asia. Led by the regional headquarters Epson

Singapore, Epson's business in Southeast Asia spans an extensive network of 11 countries with a comprehensive infrastructure of close to 500 service outlets, 7 Epson solution centres and 7 manufacturing facilities.

<http://www.epson.com.sg>