



Where language and culture come together



COMMUNITY LANGUAGES AUSTRALIA

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MEDIA RELEASE

COMMUNITY LANGUAGES AUSTRALIA EXCLUSIVE BALL SPONSOR FOR 2014 AFL INTERNATIONAL CUP (IC14)

COMMUNITY LANGUAGES AUSTRALIA CREATES PARTNERSHIP WITH AUSTRALIAN FOOTBALL LEAGUE (AFL)

Community Languages Australia is proud to announce to be the official Australian Football League(AFL) 2014 International Cup Ball Sponsor.

All footballs to be used in the 2014 International Cup will have the Community Languages Australia Logo and website address on each ball.

Over 100 footballs used in all the games with finals played before major AFL games will give CLA and languages education great exposure. (**Visuals attached**)

Over 25 countries will be represented in games between August 8 and 23, 2014 in Melbourne.

"This is a great opportunity to marry sport ,languages education , community development and harmony together," Stefan Romaniw OAM CLA Executive Director said

"We are proud to be associated with this major event," Mr. Romaniw said

Community languages schools provide languages education and cultural maintenance to over 100 000 students in 69 languages throughout Australia.

"The spirit of the 2014 International Cup of forging harmony, and promoting education and well being is very much in line with what community languages schools undertake every week," Mr. Romaniw said

Community languages schools are encouraged to attend games and promote the 2014 AFL International Cup.

Some background

Connecting the world and communities

- The AFL International Cup provides a strong platform for exposure in International,
- Multicultural and Mainstream communities
- Teams comprise solely of amateurs who must be nationals of the country they represent
- The Cup is played every 3 years
- 2014 marks the 5th AFL International Cup

Participants and involvement

- 25 teams representing 18 different countries (18 men's and 7 women's)
- Over 1000 participants , coaches and volunteers
- Men's and Women's competitions

- Volunteers from all levels of football are involved
- Community Ambassadors promote within the broader community

Who has an interest?

- Great opportunity to link with a unique blend of traditional and non traditional football fans
- 47% of Australians come from a Multicultural background
- The Cup appeals largely to a diverse market
- International Cup 2011 generated approximately \$1.4m in media exposure

Who is represented ?

IC14 Men's Teams		IC14 Women's Teams	
1	Canada	1	Canada 2 (Midnight Suns)
2	China	2	Canada 1 (Northern Lights)
3	Fiji	3	Fiji
4	Finland	4	Ireland
5	France	5	Tonga
6	Great Britain	6	USA 1 (Freedom)
7	India	7	USA 2 (Liberty)
8	Indonesia		
9	Ireland		
10	Japan		
11	Nauru		
12	New Zealand		
13	Pakistan		
14	PNG		
15	South Africa		
16	Sweden		
17	Tonga		
18	USA		

Information about the 2014 AFL International Cup - <http://www.aflic14.com.au>



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