



## AUSTRALIAN HIGH COMMISSION ISLAMABAD

01 May 2016

Press Release

### **Cricket cup for girls promotes gender equality**

The Australian High Commission (AHC) and the Pakistan Cricket Board (PCB) with the support of Serena Hotels today hosted the inaugural PCB-AHC Girls' Cup cricket final in Marghazar Cricket Ground Islamabad.

The PCB-AHC Girls' Cup 2016 brought together teams from four underprivileged schools: Pakistan Sweet Homes, SOS Schools, Islamabad Special Education School (Girls with Hearing Impairment) and Mashal Charity School. The girls attended a week-long coaching camp conducted by PCB coaches and first class Pakistani female cricketers. A round-robin competition was held on 30 April and semi-finals and the final on 1 May.

The final was held between SOS Schools and Mashal Charity School, with SOS Schools winning the inaugural PCB-AHC Girls' Cup.

Australian High Commissioner Margaret Adamson said the initiative was designed to empower girls and provide them with an opportunity to learn the value of teamwork and sportsmanship and to expand their horizons.

"Cricket in Pakistan and Australia is a shared passion for boys and girls, men and women, and provides a wonderful vehicle for promoting and highlighting the importance of gender equality in sport and beyond," Ms. Adamson said.

"We are delighted to see such a positive response and look forward to making this an annual event with the support of the PCB and Serena Hotels including more schools, potentially from different regions of Pakistan," she said.

Mr. Aziz Boolani, CEO Serena Hotels said: "Our commitments to gender empowerment through sports initiatives found expression in the PCB-AHC Girls' Cricket Cup as we truly believe that sports are a means to encourage healthy lifestyles, peace, tolerance and teamwork."

Serena Hotels' Sports Diplomacy Initiative continues to encourage sports as a way to provide opportunities to encourage cohesive bonds amongst different segments of society. Serena Hotels hold various events annually including Golf, Tennis, Polo, Football, Cricket and squash.

Media enquiries: Amna Pervez 03008547816