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PRESS RELEASE

### **Fans Laud Starcomms for Sponsoring Boxing Hall of Fame**

Lovers of the boxing game in Lagos State have praised Starcomms Plc for its role in revitalizing boxing in the state. At the 50th independent anniversary edition of the monthly Lagos State Amateur Boxing Association/ Boxing Hall of fame tournament, which started on Thursday 23 September at Eko Hotel and rounded off on 25 September 2010 at Rowe Park, Yaba Lagos, spectators expressed their joy at the efforts of Starcomms.

“Before now, the popularity of boxing as a sport waned tremendously. But with the vision of those that Governor Babatunde Fashola has put in charge of the game in Lagos and the passion of chairman Mr Wale Edun and sponsors like Starcomms, which has consistently supported the game on a monthly basis, we are beginning to see life in the organisation of the sports,” said Eni-Iyin Rhodes, a boxing fan who was at the event.

The special boxing show of the Lagos State Amateur Boxing Association which was held to commemorate the 50th Anniversary of Nigeria’s independence witnessed series of bouts between members of the Repton Boy’s Club of London and the members of the Lagos Amateur Boxing Association,

At the occasion which gathered who-is-who in boxing in Lagos, ace comedian, Gbenga Adeyinka the First, said that it is a great thing for boxing talents to be discovered young and nurtured to become champions. He said that sponsors like Starcomms should be encouraged and emulated because they are making good things happen.

The Lagos State Commissioner for Sport, Prince Ademola Adeniji-Adele, who represented governor Raji Fashola at the event commended the efforts of Mr. Wale Edun, the chairman of the Lagos Boxing Hall of Fame, Lagos State Boxing Association and the sponsors of the initiative, saying that he has always been convinced that Edun is the right man for the job.

Describing the event as an opportunity for Nigerians to experience international youth boxing competition, Marketing Director, Starcomms, Richard Gill said that Starcomms is proud to be associated with youth sports development in the country saying that Starcomms will continue to sponsor the Lagos State Boxing Hall of Fame monthly competition.

According to him, the competition which Starcomms began sponsoring since November 2009 has produced notable young boxing stars who have won the Starcomms overall best boxer prize. He said that the invitation of the Repton Boys to Nigeria to fight with

the Lagos State Amateur Boxing Association boys (LABA Boys) was helpful in the growth and development of the boys to measure up with international standards, which the Lagos boxers were doing admirably. While explaining Starcomms' reason for involving an international youth boxing organization in the development of the boxing game in Nigeria, he said that it is essential to groom the LABA boys to meet international standard since it is expectation of Starcomms that their sponsorship of the monthly competition will lead the boys to showcasing their talent on the international scene for Nigeria.

He specifically noted that as a company that prides itself in giving value to its customers, Starcomms finds it relevant to bring international value to the development of the boxing career of the LABA boys adding that the skills the LABA Boys displayed at the two days boxing event showed that Starcomms sponsorship of the event was not in vain.

He added that the sportsmanship and focus exhibited by the LABA Boys in the competition indicated that the investment of Starcomms in the development of amateur boxing in the country is yielding results saying that Starcomms appreciates the efforts of the boys towards making Starcomms role in boxing development worthy.