

LONDON
10 August 2011

FOOTBALL GETS SPICED UP THIS SUMMER

IT'S a long-standing rivalry, India and Pakistan will this summer lock horns on the football pitch for the first time in England and Scotland.

Billed as the 'Clash of the Titans', the Asian sub-continent's most powerful sides will meet on September 3 at Derby's Pride Park and on September 9 in Glasgow, Scotland.

And a touch of musical dance entertainment will provide the backdrop to the friendly, which aims to lift the profile of football in the respective nations.

FIFA Match Agents TouchSky Sports will combine the match with live musical entertainment headlined by Jazzy B, Dr. Zeus, Aman Hayer, Jaz Dhami, ADH, Gabru Punjab De Folk Bhangra Dancers and many more. Sonia Deol from BBC Asian Network will energise fans as the host of the match.

The match has received backing from high profile members from the sports and entertainment world, including England and Manchester United defender **Rio Ferdinand**.

"I am welcoming the India and Pakistan teams to the home of football," said Ferdinand.

"This is a major breakthrough for both nations and I hope to see myself in India and Pakistan soon."

WBA and IBF light-welterweight world champion **Amir Khan** said the match took on great significance.

"Football is one of the most popular sports amongst the Asian community in Britain and this match will prove to be very successful because of that," said Khan.

"I'm sure these matches will also be very beneficial for relations between the two countries because sport plays an important role in helping to unify people. I'm very excited about these games because it's always thrilling to see two rivals go up against one another."

'Bend it Like Beckham' producer and director **Gurinder Chadha** was excited about the clash.

"I will be shouting Bend it like my Bhaiya's, Bhaijans and Bros," said Chadha, while A1 Grand Prix champion **Adam Khan**, who is of Pakistani descent added: "It's great to see these two nations playing head to head on an international platform – I can't wait."

The respective association presidents have both hailed the match as a crucial step in their respective development.

"Playing Pakistan is always special. I'm sure all sporting fans are eagerly looking forward to it," said Praful Patel, president of the All India Football Federation.

Makhdoom Faisal Saleh Hayat, president of Pakistan Football Federation added: "This match will definitely go a long way in promoting bilateral relations between the two countries. I wish everyone best of luck."

The English FA has also backed this match to increase participation from the Asian community.

"I am really pleased to support this match which opens doors for aspiring Asian footballers in England giving them sense of national pride," said FA spokesperson Jonathan Mills.

The match represents the continued commitment by TouchSky Sports to focus on emerging footballing nations and assisting the development and growth in regions where football is in its infancy but gathering huge momentum.

"By touring in England, the home of football, these two nations not recognized for their football prowess will play on one of the worlds largest football stages and many up and coming young players will fulfill their lifelong dream of playing in England" said TouchSky Sports FIFA Match agent Clem Leech.

TouchSky Sports' vision is long term, strategic and its values are clear within - "this is history in its making" said TouchSky Sports Director Peter Virdee. This clash officially puts IndoPaK football on the map in England added TouchSky Sports Director Ahmer Kunwar.

Clash of the Titans 2011 takes center stage in UK this summer so come and become part of history!

-ENDS-

NOTES TO EDITORS

1. A selection of charities will benefit from the event thanks to funding from The Virdee Foundation. (www.petervirdee.com).

HISTORY UNFOLDS - SCHEDULE AND DETAILS

30th August | Press Conference at Leicester Marriott Hotel at 1pm
1st September | Pakistan Exhibition Match organised by Birmingham FA at 3pm
3rd September | India vs. Pakistan Derby FC, Pride Park, KO: 4pm (Gates at 2pm)
6th September | India vs. England C Venue TBC
9th September | India vs. Pakistan Glasgow, Scotland KO: TBC

TO BOOK TICKETS CALL CLASH OF THE TITANS HOTLINE 0844 248 5066

TICKETS FOR THIS HIGHLY ANTICIPATED MATCH AVAILABLE TO PURCHASE NOW

TICKET PRICES

General Admission starts from £20.00
Concessions £15.00
Kids U9 go FREE accompanied by ONE adult (limited number of tickets)
VIP/Hospitality tickets & Executive Boxes (POA)

Media enquiries

TouchSky Sports: Ahmer Kunwar – 020 7629 3366 or Email – ahmer@touchskysports.com
For India v England C: The FA – Mike Appleby – 0844 980 8200 xtn. 4589 or Email – mike.appleby@thefa.com

Further information available on www.clashofthetitansuk.com