



Company Round-up

STARBURST® and Zoggs Dive In To Sponsor National Swim Challenge

STARBURST® and Zoggs Swimwear and accessories will be jointly sponsoring a national Swim Challenge to be held in over 200 UK leisure centres starting in February.

The first-round swimming heats invite participants to complete a variety of swimming challenges for which they will receive a local prize. Winners will be entered into a national prize draw for a fantastic family holiday to Australia and runner-ups will receive free swimming for a year, a year's supply of STARBURST® sweets and a goody bag.

All participating leisure centres will receive an information pack including posters, registration packs and branded merchandise. Each leisure centre will then co-ordinate prizes and distribution.

The swimming event is being organised by Walsh Simmons on behalf of their clients, SportsVine. Justine Hill, Account Director, comments: "We are delighted that STARBURST is sponsoring the Swim Challenge. The brand's innate sense of fun and real fruity appeal is universal and will perfectly complement the tone of the challenge."

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Premier League appoints Head of Enterprises

The F.A. Premier League announced the appointment of Brian Phillpotts as Head of

Premier League Enterprises. The role encompasses all the main commercial aspects of the League's business including sponsorship, licensing, audio visual archives, data and new media opportunities. Brian will also work with the Chief Executive on broadcasting matters.

Commenting on this appointment, FA Premier League Chief Executive Richard Scudamore said: "Brian is a strong addition to a great team here at the F.A. Premier League. His role in concluding broadcasting and other agreements at the Football League will stand him in good stead for developing all aspects of our business. We enjoy perpetually exciting times in this fast-moving industry and Brian will enable us to keep ahead."

Brian Phillpotts was formerly Marketing Director at the Football League, and prior to that was Brand Director at Newcastle United. He aims to take up his new appointment at the end of February 2001.

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Teamtalk signs football star John Barnes

As part of Teamtalk's strategy to continually strengthen its editorial content, the company has signed another sports star, John Barnes as football columnist. In addition to current topics, John is keen to interact with fans by answering questions and commenting on views posted on the "Your Say" section of the site. John's views will also be available in audio on the site where users can hear regular interviews broadcast from the Teamtalk studios. ➤



John commented: "I'm delighted to join Teamtalk as their new columnist because it gives me the chance to express at length my thoughts and opinions about football on a weekly basis."

Ian Holding, sports director of Teamtalk said, "John has an in-depth understanding of the game as a player and manager at the highest level. He will provide an intelligent insight into football domestically, nationally and internationally, and his strong opinions on different aspects of the game should make compelling reading".

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Tour golf returns to Tunisia

After a 17-year absence, top-flight golf returns to Tunisia this year as the Port El Kantaoui Golf Club plays host to the Tunisian Seniors Open, a brand-new event on the European Seniors Tour.

Contested by the leading 60 players from the European Seniors Tour exemption category list, the Tunisian Seniors Open will take place from 19-21 October 2001 and will mark one of the most eagerly-anticipated dates of the European Seniors Tour circuit.

The event represents the first major tournament to take place in the country since the mid 1980s when, for three years, the Port El Kantaoui course hosted the Tunisian

Open, a major European Tour event. A number of the current European Seniors Tour line-up contested the event, including Tommy Horton MBE, Christy O'Connor Jnr and the 1982 Champion Antonio Garrido.

Slaheddine Maaoui, Tunisia's Minister for Tourism, Leisure and Handicrafts said: "We are thrilled to see the return of top European golf to Tunisia. The event will provide us with an ideal opportunity to showcase the magnificent Port El Kantaoui course and to promote the country as a world-class golfing destination."

"The Tour's extensive media coverage will provide us with some invaluable exposure in our bid to become the finest golfing destination in North Africa," he added.

Andy Stubbs, Managing Director of the European Seniors Tour, said: "After a gap of some 17 years, we are thrilled to see the return of European Championship golf to North Africa. We are delighted to welcome back Tunisia into the family of European Tournament golf."

Created in 1991, the European Seniors Tour has grown rapidly in stature over the course of the past decade, and now boasts a schedule of 20 events with a prize fund totalling some 4.5 million euros.

Andrew White, Managing Director of WSM Sport, said: "We see the Seniors Tour as a perfect vehicle for countries to showcase themselves as leading golfing destinations – a point reinforced by the fact that last year the Tour staged events in 11 different countries around the world."

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Scottish Racing Appoints Marketing Manager

Scottish Racing – the joint partnership between Scotland's five racecourses – has appointed its first Marketing Manager to help support and develop the profile of horseracing north of the Border.

Lorna Bromley-Martin was formerly Manager of Marketing and Hospitality at Plumpton Racecourse in East Sussex. Originally from Perthshire and having been a student in Aberdeen, she has returned to her Scottish roots to take up this position.

The role will include responsibility for Scottish Racing sponsorship, promotions and liaison with industry and media partners.

Scottish Racing was formed in May 2000 by the five Scottish Racecourses – Ayr, Hamilton Park, Kelso, Musselburgh and Perth – to promote horseracing in Scotland to both the general public and the corporate market. In the first seven months of its operation Scottish Racing has generated major interest and activity and it now requires dedicated staff to build on this.

Commenting on her appointment, Lorna said: "I'm thrilled to be moving back to Scotland, where I was a regular racegoer, and to be working with the five Scottish Racecourses. Scottish Racing has already made an impact and I'm looking forward to developing this much further".

Ian Good, Chairman of Scottish Racing, said: "This is an important step forward for Scottish Racing. We are delighted to have appointed someone who not only has a strong marketing background, but also has a detailed knowledge of racing. We look forward to working with Lorna".

Peter Jones, Chairman of the Tote, who was instrumental in the formation of Scottish Racing, said: "I am a great believer that more effective marketing can be achieved through racecourses working together. Scottish Racing is an excellent example of this and this new appointment can only add to their success".

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