

News release Dailies – health, sports, lifestyle, events, tabloid; Online

His Highness Sheikh Tahnoon bin Saeed bin Saif to join Ramadan crowds of more than 3,500 at ICLDC's Play for Life

**Sixteen teams confirmed for this year's
Ramadan Football Tournament;
Fitness Challenge designed for women
attracts 50-plus participants**

Play for Life

Ramadan Football Tournament 2011

August 14 to 18 2011

Nightly from 9.30pm

Abu Dhabi National Exhibition Centre, Abu Dhabi, UAE

Play for Life

Ramadan Fitness Challenge 2011

August 4 to 18 2011

For more details log onto Facebook - DiabetesUAE

Abu Dhabi, UAE August 11 2011: Play for Life, part of 'Diabetes-Knowledge-Action', the nationwide public health awareness campaign under the patronage of Her Highness Sheikha Fatima bint Mubarak, again brings to the capital Play for Life Ramadan Football Tournament and the newly-launched Fitness Challenge, organised by the Imperial College London Diabetes (ICLDC).

His Highness Sheikh Tahnoon bin Saeed bin Saif Al Nahyan is confirmed to join the crowds expected to turn out in support of the Football Tournament played on two purpose-designed seven-a-side football pitches at Abu Dhabi National Exhibition Centre (ADNEC), nightly from August 14.

Sheikh Tahnoon has become a firm supporter of ICLDC's community activities having taken part in last year's Football Tournament and the annual walkathon at Yas Marina Circuit.



His Highness shared that he was encouraged to embrace a practice of daily exercise and a balanced diet: "I have been positively influenced by the community activities organised by 'Diabetes-Knowledge-Action' and encourage others to take steps to a healthy life by finding a sport that they enjoy to play, while learning the attributes of a balanced diet," he said.

According to Dr Maha Taysir Barakat, the Centre's Medical and Research Director and Consultant Endocrinologist crowds of more than 3,500 are expected to turn out to cheer on the 300 players representing the 16 Abu Dhabi-based corporate teams taking part in the Tournament.

"Over five-nights of action-packed activities the Football Tournament has again managed to encourage the corporate community to swop their desks for a football pitch and experience first-hand just how good it feels to exercise, " Dr Maha said.

"A wide variety of fun-filled, interactive spectator activities are also planned. We are looking forward to welcoming families, friends and colleagues of participating teams as they too enjoy learning how regular exercise means healthy living."

A survey among the players of last year's tournament saw 90 per cent of players confirming that they now exercise regularly, something they didn't do before taking part in the event.

Suhail Mahmood Al Ansari, Executive Director, Mubadala Healthcare and Chairman of ICLDC, applauded the Centre for its ability to put the tournament firmly on the Abu Dhabi community activity map. Mubadala is onboard as the event's Presenting Sponsor.

"We remain proud of Imperial College London Diabetes Centre's tremendous achievements in public health awareness and community outreach. Team sports and competitive tournaments like this are an excellent way to encourage people to get active," he said.

He also shared that Mubadala has once again entered a team in the Football Tournament, as well as the first-time Play for Life Fitness Challenge.



“We are delighted to support the event once again. The Mubadala team players look forward to participating in the Play for Life Football Tournament and, new for this year, the women’s Fitness Challenge.”

Dr Maha said that more than 50 women are taking part in the inaugural Play for Life Fitness Challenge – a two-week monitored exercise series for company teams of female employees.

The participants are monitored for progress at various stages throughout the programme and the team captain is tasked with loading the collective achievement to a specially-designed Facebook page, which also features daily exercise tips and workout sessions. These sessions are designed so that they can be taken at home, or even in the office.

The Fitness Challenge got underway on August 4 and the winning team will walk away with the Play for Life Fitness Challenge award.

Dr Maha confirmed that the multi-faceted ‘Diabetes-Knowledge-Action’ campaign continues to promote a balanced diet and regular exercise as the smart, simple steps to achieving a healthy lifestyle, as well as managing and even preventing diabetes.

“Studies show that daily exercise has a positive effect on achieving a healthy lifestyle,” Dr Maha concluded.

--- Ends –

Play for Life Ramadan Football Tournament 2011

Venue: For the second year running, the Abu Dhabi National Exhibition Centre (ADNEC) will be transformed to host two air-conditioned seven-a-side football pitches.

In addition, the area will have comfortable team facilities, lounge and chill out areas and lots of fun-filled activities to entertain the whole family, as they too learn how regular exercise means healthy living.

Match Schedules: Each evening play kicks off at 9.30pm. Sixteen teams will be divided into four groups of four teams to complete in seven-a-side matches, each of 15 minutes away. The games are organised in a round-robin format. There will be a maximum of 20 players per team.



The semi-finals and the final will be played on August 18 which will officially conclude this 16-team tournament.

For media enquiries:

Susan Furness at Strategic Solutions for ICLDC
Tel.: + 9714 3903018, Mobile: + 97150 6556126
Email: susan@strategicsolutionsonline.com