

NEWS RELEASE

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Kids anniversary tournament in beach football for successful society inclusion

Monbat supports the social cause as general sponsor

Shkopirlovtsi, July 18, 2018 Beach soccer competition for children and teenagers was held at Shkopirlovtsi resort between 16th and 18th of July. The cup was won by the soccer club Ruse team, Ruse and second and third places were taken by team Roma, Sofia and team Lovech, Lovech respectively. There were 80 participant gathered in 8 teams coming from Ruse, Balchik, Staro Oryahovo, Varna, Sofia, Lovech and Polski Trambesh. A compulsory requirement is for the children to be born in the period 2003-2005. The impartiality of the results is guaranteed by professional judges thanks to the partnership with a representative from the Beach Soccer Committee which is a part of BFU (Bulgarian Football Union).

The tournament is organized for a tenth consecutive year and it aims at a successful social integration of children from various social groups. The sport event is an opportunity for children and young adults (regardless of their background/origins, ethnicity, family or health status) to create their own impressions coming from the active sport environment, to develop important habits and build friendships and to strive for success. Team sports are a proven to be highly effective means for social inclusion.

Organizer of the tournament since 2008 is the Bulgarian Association of Beach Sports and it is constantly improving the scope of the tournament that gains support from the responsible businesses. The sustainability and the significance of the idea behind this initiative are the two main reasons for Monbat to support this tournament as general sponsor. They correspond to the corporate sustainable development principles and are a very good fit to the CSR activities of the economic group – health and sport, as well as identification and support of young talent development.

"This tournament is not just a competition, it is an example of a devotion to the progress of the society. This is why it is so valuable for Monbat",

said Vanya Babanin, Marketing and communication director for Monbat economic group at the award ceremony today.

About Monbat

As one of the leading European battery manufacturer the Monbat economic group operates in two main segments – lead-acid batteries and high-powered solutions. Represented in more than 60 countries by more than 20 different applications and industries, Monbat is a dynamically developing group, which puts its priority in the durable development of business, environment, human capital and good ideas.

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