



**KINGSTON, JAMAICA
FOR IMMEDIATE RELEASE**

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PRESS RELEASE

SUPREME VENTURES SPONSORS JAAA PROGRAMME FOR 2009

Supreme Ventures Limited (SVL) has once again renewed its sponsorship of the Jamaica Amateur Athletics Association (JAAA) track and field programme for 2009, at a commitment of \$7.63M. This includes the sixth renewal of its **Title Sponsorship** for the SVL/JAAA National Junior & Senior Championships at \$2.5M. The National Championships are slated for two separate weekends in May/June. The National Championships serve as the official trials for selection of teams to major overseas track meets, such as the World Championships to be held in Berlin, Germany from August 15-23, 2009.

The announcement was made during a joint press briefing held at the gaming company's corporate offices in Kingston today.

Brian George, President & CEO of SVL in announcing the sponsorship, spoke to SVL's "immediate response to the JAAA's distress call for \$1.98M assistance, to send the team of juniors slated to participate in the Carifta Games, which is scheduled from April 9 – 13 in St. Lucia."

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SVL's sponsorship also includes: \$2.25M for the Jamaica International Invitational Meet on May 2 and \$900,000 to assist with the team's training preparation for the World Championships.

George also said "the SVL team is very proud to continue its partnership with the SVL/JAAA National Championships. This partnership is very dear to our hearts, as we recognize the importance of exposing young and talented athletes to the world stage through very keen Championships. The success of the Jamaican Athletes in Beijing, China is a testimony of the extraordinary talent base that we have at home. We say thanks to the JAAA's for giving us the opportunity to be a part of the continued development of our athletes."

Howard Aris, President of the JAAA thanked Supreme Ventures for its continued sponsorship of the JAAA's programme. He said that "each year the JAAA looks forward to the lottery company's increasing involvement with track and field." He further expressed his appreciation to SVL for its significant contribution to other areas of the JAAA's 2009 Track and Field programme.

Other international track meets scheduled for this year are the NACAC Combined Events in Cuba on May 29-30; the CAC Senior Championships from July 3-5 in Havana, Cuba; the World Youth Championships in Bressanone, Italy on July 8-12 and the Junior Pan-Am games in Port of Spain, Trinidad & Tobago from July 31-August 2.

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Aris also used the opportunity to urge all Jamaicans to come out and cheer their favourite athlete to success, at the locally based track meets leading up to major international events.

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