

Dialog Telekom Powers Presidentâ€™S Volleyball Tournament 2007



Dialog Telekom, recently announced its sponsorship of the President's Volleyball Gold Cup Tournament 2007 for the third consecutive year.

"Our dedication towards sports is an unwavering one," said Nushad Perera, General Manager Sales and Marketing, Dialog Telekom. "The sponsorship of the President's Volleyball Gold Cup Tournament demonstrates our serious commitment towards the development of all sports. Volleyball was a commercially neglected sport in the past, and Dialog was one of the pioneering companies to step forward and endorse our national game, to help it reach the same potential and popularity enjoyed by other sports such as cricket and rugby. Volleyball deserves the same recognition and attention as these sports, and we are proud that our sponsorship of Volleyball has contributed tremendously towards the upliftment of the game, and has been a morale boost for the players and the game in general."

More than 1,000 teams are expected for this year's tournament, which will be conducted at District, Provincial, and National levels. The tournament will be played in a knock out format wherein the winners at District level, along with the runners-up will move on to compete at Provincial level, while the winner and runners-up at Provincial level will move on to the National level. This applies to the Men's and Women's teams at all levels of the tournament.