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Press Release

PCB-AHC Girls' Cup 2017: Empowering girls through cricket

The Australian High Commission (AHC) and the Pakistan Cricket Board (PCB) with the support of Serena Hotels today hosted the 2nd PCB-AHC Girls' Cup at Murghzar Cricket Ground, Islamabad.

The PCB-AHC Girls' Cup 2017 involved teams from six schools: Special Education School for Girls with Hearing Impairment H-9; Islamabad Model School for Girls G 11/1; Islamabad Model College for Girls I-9/1; Islamabad Model School for Girls F6/1; Islamabad Model College for Girls G-7/1 and last year's winner SOS Schools. The girls attended a five-day coaching clinic in the lead-up to the competition conducted by PCB coach Farrukh Hayat and first class women cricketers from the Islamabad Region.

Acting Australian High Commissioner Jurek Jusczyk congratulated the schools on their participation and welcomed the continued support of the PCB and Serena Hotels for the annual PCB-AHC Girls' Cup.

“Sharing a passion with Pakistan for cricket, the Australian High Commission was pleased to again join with the PCB and Serena Hotels to host this initiative to empower girls through cricket and promote gender equality through sport,” Mr Jusczyk said.

“We were particularly pleased to have the participation of women first class players who helped to build confidence, foster team spirit and encourage the girls to push beyond the boundaries,” he said.

Mr Subhan Ahmad, COO PCB said: “It is a matter of pride for PCB and AHC in arranging the 2nd PCB-AHC Girls' Cup, primarily designed for the participation of underprivileged schools in the Islamabad region. This noble initiative was first undertaken last year and it is heartening to see that in two years eight schools have benefited from this program and maintain a school team. As part of this program, students are provided free cricket equipment, coaching sessions and all necessary administrative support. PCB would like to thank the AHC for their wonderful support and the sponsors, Serena Hotels and Malik Sports in making this event a success.”

“Cricket in Pakistan is a shared passion for all people regardless of age and gender. Like all sports, it is a wonderful medium for promoting and highlighting gender equality. We are delighted to help marginalised schools celebrate organised sport in collaboration with the Pakistan Cricket Board and The Australian High Commission. Our commitments to sports diplomacy and women's empowerment have found the perfect expression in this annual event for school girls as we truly believe that sports is a means to encourage healthy lifestyles and the values of peace, tolerance and teamwork.” CEO Serena Hotels, Mr Aziz Boolani said.

This year's competition was also supported by Malik Sports through the donation of cricket equipment and the Islamabad Region Cricket Association which provided the ground facilities.

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