



a BookMyShow initiative

BookASmile partners with YUWA to train aspiring football coaches from Jharkhand

10 girls and 2 boys are currently undergoing a two-week Advance Level Training Football Program at Real Sociedad football club in Spain

Mumbai, February 28, 2019: BookASmile, the charity initiative of India's leading entertainment destination - BookMyShow, has partnered with Jharkhand-based NGO, YUWA, to extend support to 12 aspiring football coaches. The group is currently in Spain as part of a two-week Advance Level Training Football Program at one of the most premier football academies in the world, Real Sociedad. The coaches are being directly trained by the players of the academy, which is one of the most popular clubs playing at La Liga, the Spanish football league.

The training program has been thoughtfully designed to enhance the tactical & management skills of the selected aspiring coaches, who will, in turn, use their learning and experiences to train the teams back in India. This is the second such collaboration between BookASmile and YUWA who have come together to elevate the training experience of these young footballers. The 12 selected trainees coach 180 girls as also mentor and guide other football coaches for YUWA, indirectly having a daily impact on 450 young girls.

*"Sport plays a crucial role in reinforcing the importance of essential personal attributes like discipline, sportsmanship and team spirit. At BookASmile, we believe in giving back to the society, in ways that improve the overall personality of children and by providing international experiences like these, we are glad to aid the process and enrich the lives of these talented individuals. The future lies in the hands of these potential leaders and bringing significant change in their lives and society at large is our constant endeavour", said **Farzana Cama Balpande, Head - BookASmile.***

YUWA co-founder, coach, and executive director **Franz Gastler** said, *"While society teaches girls to fit in, Yuwa coaches girls to stand out. With long-standing support from BookASmile, we're thrilled for our coaches to have the opportunity to train with a world-class La Liga team. The group of ten young women and two men will be taking their experience back to over 450 girls playing every day in 9 villages in Jharkhand."*

Kusum Kumari, a 17 year old football player, coach, and student at YUWA said, *"I have travelled abroad to play matches and public speaking before but this is my first visit overseas to learn to coach. I'm excited to understand how we can structure our football sessions practically on the ground, from Real Sociedad. I hope to apply my learnings from Spain to my team at Yuwa."*

The group's training is being held at San Sebastian, Spain, from February 22nd to March 11th, 2019.

About BookASmile

BookASmile (BAS) is a charity initiative run by India's leading entertainment destination BookMyShow. Created with a vision to support special causes and enrich the lives of the less fortunate across India through entertainment-led experiences, the initiative invests a lot of energies to create an inviting community to ensure that they can be privy to opportunities, by incorporating into their lives, activities and experiences from across genres like Sport, Cinema, Arts, Theatre & Music. The BookASmile initiative has been operational since 2014 and has been integrated within the BookMyShow App and website. With BookMyShow's vast customer base, the initiative has been raising funds for special causes whereby every consumer can choose to contribute from Re.1/-



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per ticket - to a maximum of Rs. 5/- per transaction towards charity. For more information, please visit www.bookmyshow.com/donation/

About BookMyShow

Launched in 2007, BookMyShow, owned and operated by Big Tree Entertainment Pvt Ltd, is India's leading entertainment destination and the one-stop shop for every out-of-home entertainment need. The firm is present in over 650 towns and cities in India and works with partners across the industry to provide unmatched entertainment experiences to millions of customers. Over the years, the company has evolved from a purely online ticketing platform for movies across 6,000 screens, to end-to-end management of live entertainment events including music concerts, live performances, theatricals, sports and more, all accomplished at par with global standards.

BookMyShow has also built India's largest organic reviews and ratings engine for movies and has driven technology innovations, such as the m-ticket and Movie Mode, impacting tens of millions of users and the industry at large. With continued support from investors including TPG Growth, Stripes Group, SAIF Partners, Accel and Network18, BookMyShow is invested in providing the best user experience, whether on ground or online. Demonstrating category leadership, BookMyShow has grown beyond India with operations in Dubai, Indonesia, Sri Lanka and Singapore amongst others. The Mumbai-headquartered company counts Ticket Green, Eventifier, Fantain, Masti Tickets, Townscript and Burrp amongst its key investments in the sector. BookMyShow is also committed to society at large, by way of its charity initiative BookASmile, which provides entertainment experiences to the underprivileged. For more information, please visit www.bookmyshow.com

About YUWA

In Jharkhand, 6 in 10 girls drop out of school and become child brides, and most girls in Yuwa suffer domestic abuse. Through football, girls gain a safe space six days a week to gain confidence, camaraderie and community, and a counter culture where it's cool to be an ambitious girl. Girls face tremendous adversity just to come to the field each day, and have to decide each and every day if it's worth the fight to come.

When coaches provide inspiring, exceptional environments every day to learn and grow, girls are far less likely to drop out. The young women and men who coach come from the same communities and the same backgrounds, and providing the mentorship and motivation for them to grow as coaches is crucial.

To know more about YUWA - <http://www.yuwa-india.org>

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