

Girls from India and Pakistan unite to create Guinness World Record for the Longest Non-Stop Football Marathon

Backed by BookASmile, 5 Indian girls from Yuwa India are all set to create history at the Equal Playing Field initiative at the FIFA Women's World Cup 2019

Mumbai, July 4, 2019: In a first of its kind cross-cultural sporting initiative, five women footballers from India along with a fellow football player from Pakistan will join players from all over the world to attempt to set a new Guinness World Record for the longest non-stop marathon football match at Lyon, France.

These five female football coaches from Jharkhand-based NGO Yuwa India, supported by BookMyShow's charity initiative BookASmile, are currently in France to participate in the 'Equal Playing Field' (EPF) initiative at the FIFA Women's World Cup 2019.

The world record for the longest football marathon is currently set at 108 hours and 2 minutes and is held by Heartbeat United FC (UK), in Worthing, UK for match played from May 26th until May 30th in 2016. This new coup will involve 3,000 athletes across all abilities, ages and gender from all over the globe and will take five days of non-stop playing through day and night.

This latest attempt by EPF at the FIFA Women's World Cup underlies the desire to empower and inspire women in football. The campaigning collective also holds the record for the highest altitude football match, on Kilimanjaro, and the lowest, by the Dead Sea in Jordan.

About BookASmile

India's leading entertainment destination BookMyShow launched its charity initiative BookASmile in 2014 with a vision to support special causes and enrich the lives of the less fortunate across India through entertainment-led experiences. BookASmile 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 Cinema, Sport, Theatre, Music & Arts. The BookASmile initiative 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/- per ticket - to a maximum of Rs. 5/- per transaction towards charity. For more information, please visit www.bookmyshow.com/donation/

About Yuwa

Yuwa is an internationally acclaimed non-profit organization based in Jharkhand which enables girls to take their futures into their own hands. By bringing vulnerable girls out of isolation and into a positive team environment, Yuwa combats child marriage, gender-related violence, and human trafficking. Yuwa's intensely participatory model builds confidence and powerful belief changes.

Yuwa creates a culture of empowerment through:

- A college-preparatory girls' school for 105 students
- Daily football practices for over 470 players
- Life-skills workshops, every week for all players
- Leadership development through coaches' training for 43 local teenage coaches—90% of whom are young women

Yuwa's programmatic depth results in life-changing impact for each participant, enabling them to break out of the cycle of poverty—permanently. Yuwa's football players have been invited to speak about their experiences of changing their lives through football at TEDx, Microsoft headquarters in Seattle, IIM and other universities across India, and conferences in Europe and North America.

The future of Yuwa: Yuwa's vision is to support India's future female leaders by building a Yuwa Centre providing a world-class education to 300 girls, daily football practices for 1500 girls, and supporting smaller village bases throughout the eastern region.

For media queries, please contact:

Supraja Srinivasan | supraja.srinivasan@bookmyshow.com | +91-99306 81998

Jaanhavi Dhokariya | jaanhavi.dhokariya@bookmyshow.com | +91-75063 40552

Avni Jesrani | avni.jesrani@genesis-bcw.com | +91-82916 41669