

## Ultimate Frisbee Team represents India in Asia-Oceania Beach Championship in Japan, supported by BookASmile



**Mumbai, June 13, 2019:** Summer is the best time to head to the beach for a game of “ultimate frisbee”, the trending flying disc sport played with a standard sized frisbee. This time, it is doubly exciting for India as the national ultimate frisbee team is all set to participate in the Asia-Oceanic Beach Ultimate Championships (AOBUC) to be held in Shirahama, near Osaka, Japan for the first time. The championship which will be held from June 13<sup>th</sup>-17<sup>th</sup> 2019, will see more than 10 nations participating in the prestigious inaugural event.

The Indian squad, supported by India’s largest entertainment destination BookMyShow’s charity initiative BookASmile, will comprise 9 male and 10 female athletes, hailing from 6 different Indian cities and varied socio-economic backgrounds. The athletes have been selected by the Ultimate Players Association of India (UPAI) after two rounds of rigorous try-outs, from over 200 players across the country.

For the Asia-Oceanic Beach Ultimate Championships, the Indian team has trained at camps held at the Elliot’s Beach in Chennai, over the past 8 months. For the upcoming tournament, India is seeded second as a result of their solid fifth place finish at the 2017 World Championships held at Royan, France.

**Farzana Cama Balpande, Head - BookASmile** said, “We are excited to be a part of an upcoming sport like Ultimate Frisbee that has been gaining popularity in the country. BookASmile has always strived to make available, varied sport offerings for the less privileged in a bid to promote overall personality development and offer everyone an equal opportunity to be entertained. The Indian



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team at the AOBUC has trained vigorously for the Championship and we wish them the very best for the games!"

**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/](http://www.bookmyshow.com/donation/)

**About Ultimate Frisbee in India:**

Ultimate Frisbee is a team sport played by over 5 million players worldwide. The International Olympic Committee has granted the World Flying Disc Federation (the international governing body of the sport) full recognition in 2015, and since, paved the way for introduction of the sport in the summer Olympics.

It has been played in India since 2008, attracting more than 9,500 participants from 17 states across the country. Cities like Chennai, Bangalore, Delhi, Mumbai, Pune, Guwahati, Surat and Ahmedabad are hubs for the sport and host over 30 tournaments in a year sanctioned by the UPAI.

Played with a flying disc, Ultimate Frisbee is unique in being the only mixed-gender Olympic sport where men and women play on the same team and it is self-refereed even at the highest level. The players are required to know all the rules of the game and to be accountable for their actions on the field. The values of fairplay, respect, equality and inclusion exhibited by Ultimate Frisbee athletes makes it an ideal tool for community building and character development; the sport has been adopted by over 20 NGOs in India as a preferred way to engage with youth.

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