PRESS RELEASE

LAUNCH OF SPORTEXCEL MALAYSIA (BORNEO DIVISION) BY ALPHA SPORTS ACADEMY SET TO ELEVATE SPORTING EXCELLENCE IN SABAH AND SARAWAK

Kota Kinabalu, 30th August 2024 - Alpha Sports Academy takes a monumental step towards fostering sporting excellence in Sabah with the launch of SportExcel Malaysia's Borneo Division. The grand unveiling ceremony, held at the prestigious Sabah International Convention Centre, marked a significant milestone in local youth sports.

The momentous occasion witnessed the official signing of Memorandum of Understanding (MOU) between C.Sivanandhan, Executive Director of SportExcel Malaysia and Ali Ariffin Manager of Alpha Sports Academy. This partnership signifies a commitment to nurturing talent and promoting sports development in the region. Together, they aim to cultivate a vibrant sporting community, where talent is honed and nurtured to achieve greatness on national and international stages.

Datuk Mansur Hj. Asun, the esteemed Permanent Secretary of Ministry of Youth and Sports, graced the event as the officiating guest. His presence underscored the government's unwavering support for initiatives aimed at advancing the sporting industry in Sabah.

In a groundbreaking move to revolutionize the golf industry, Alpha Sports Academy proudly announces the launch of Tri-Golf, a joint venture with ACE Academy and Apex Fitness. This strategic partnership signifies a concerted effort to elevate the standards of golf training and development in the region. By synergizing their strengths and resources, Tri-Golf is set to become a premier destination for aspiring golfers looking to excel in the industry.

In addition to the launches, ASA forged collaborative partnerships with esteemed clubs and schools including Golf Walker, Nabalu Dancesport Circle, SIDMA College, Maktab Nasional, SRS Datuk Simon Fung, SK Lapasan. These collaborations underscore ASA's commitment to fostering strong ties within the sports community and providing unparalleled opportunities for sports enthusiasts of all levels.

Alpha Sports Academy unveiled its strategic plan for sports development in the region including training camps, coaching classes, local junior golf tour, international level golf championship, national level rhythmic gymnastics competition and archery championships. With a focus on nurturing local talent and promoting active participation in sports, ASA hope to expand its offerings to include wider range of sports discipline for the youth in the community.

For more information and updates on SportExcel Malaysia's Borneo Division, stay tuned to Alpha Sports Academy's official channels.

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