

SPORTSPIN

EVENT & ATHLETE MANAGEMENT (973376-H)
Pusat Skuasy Nasional, Kompleks Sukan Negara, Bukit Jalil,
57000 Kuala Lumpur, Malaysia.
Tel: +603-8996 0100 Fax: +603-8999 3368

THE LAUNCH OF AZLAN ISKANDAR SQUASH ACADEMY (AISA)

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for immediate release

Azlan Iskandar Squash Academy (AISA) which was founded by Azlan Iskandar himself in January 2011. Being the pioneer squash academy in Malaysia, AISA focuses conceptualisation and organization of junior community based events and youth related development events/programs. Run and managed by professionals who have dedicated many years to the sport of squash, all AISA participants will be coached by Ex National Players and certified coaches.

AISA garners the support and endorsement of all necessary parties (federal, state and private bodies) from the government bodies and authorities such as Ministry of Youth and Sports, Ministry of Education, National Sports Council Malaysia (MSN), National Sports Institute (ISN) and the Squash Racquets Association of Malaysia (SRAM). The academy is also proudly sponsored by MAXIS, Ashaway and ASB Squash Courts.

The academy organizes both coaching and sport/youth events from junior coaching in group sessions or private coaching for more serious parties, and regularly organizes junior community based events and small scale squash camps for the purpose of overall youth development.

The academy will reach out to many, and its accessibility is very much due to the affordability of the classes, the free provision of all the equipment and venues. Furthermore, it will reach out to the masses across Malaysia across schools, rural areas and more.

With Azlan Iskandar himself being the face and backbone of AISA and one of the Youth icon for Ministry of Youth and Sports, this initiative will have a far reaching impact on the youths of Malaysia and also in the awareness of the sport in Malaysia.

Since its inception in 2011, AISA had continued to grow and expand at a rapid pace. In 2011, the academy started with 3 states being Terengganu, Negeri Sembilan and Sarawak. For the first and second phase, AISA will through test cases in these few states, continue to refine the model and expand its presence. AISA's goal is to focus on states and areas that shows high grow potential but are in a state of neglect. Throughout the two phases, the academy will test out program and refine/improve if needed,

continue to develop a team of reputable and reliable coaches, build the academy reputation, and lastly grow the number of interested partners and sponsors to help develop the sport further. The academy will also collaborate with the existing federations and at the same time complementing their existing programs, and also assist squash by adding full time coaches into their program.

During the second phase, various forms of supports have been received by the academy. At its inception, the academy received full support from the Ministry of Youth and Sports together with relevant state federations where the AISA centre operated in (Terengganu Squash Association, Negeri Sembilan Squash Association and Squash Racket Association of Sarawak). Moreover, the academy also received supports from National Sports Institute (ISN) for the talent identification (TID) as well as from National Sports Council Malaysia (MSN).

As for the third phase, AISA will now focus on rolling out nationwide. To date, there are 5 AISA's centers located in Malaysia being Kemaman in Terengganu, Kuching, Miri and Bau in Sarawak, and the 5th center in Seremban 2, Negeri Sembilan. In the future, there will be the addition of another 5 centers which are in Johor, Kota Bharu, Pahang, Melaka and Kuala Terengganu.

4 events will be held in every center, which goals are to motivate players who could not make it to the national event such as the CIMB Junior Circuit or any other event that has been organized by Squash Racquets Association of Malaysia (SRAM). Overall, there will be 40 such events carried out nationwide each year.