

BOCG Life HKPL Young Fans Experience Tour

23 March 2015

Being the title sponsor of the 2014/15 Hong Kong Premier League (HKPL), BOCG Life is devoted to supporting football sports development in Hong Kong. To encourage youngsters to play football, BOCG Life has lined up the cooperation between Hong Kong Football Association and Hong Kong Sheng Kung Hui Welfare Council Ltd to organize “BOCG Life HKPL Young Fans Experience Tour”. The programme aims to promote the healthy and happy “football for all” culture via school visits by professional football players, and to raise awareness of local football leagues via various media coverage.

The programme has been held at S.K.H Tin Shui Wai Ling Oi Primary School and S.K.H. Kei Fook Primary School, with key players from HKPL Clubs I-Sky Yuen Long and Sun Pegasus visiting the schools respectively. The players demonstrated football skills and conducted small group practice. After the event, pupils were invited to watch the home games of the two teams for free to enhance their understanding to the local football league.

