



## **AIA (Cambodia) Life Insurance Plc**

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Phum 14, Sangkat Tonle Bassac, Khan Chamkar  
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## **Media Release**

### **AIA-Spurs Elite Football Camp welcomes second batch of talented young Cambodian footballers this year**

**Phnom Penh, 04 August 2023** - AIA (Cambodia) Life Insurance Plc's ("AIA Cambodia") emphasis on nurturing healthy young minds and bodies through sports and growing future champions saw the AIA Group host a second batch of eager, football-loving youngsters at their AIA-Spurs Elite Football Camp.

The four-day training camp in Koh Samui, Thailand featured 18 boys from the AIA-Spurs Healthier Kids Football Training program and was facilitated by Global Development coaches from leading English Premier League club Tottenham Hotspur ("Spurs"). The club is AIA's global principal partner.

Coaches Jadon Anderson and Danny Mitchell ensured the boys picked up the necessary abilities to mature into world-class players, sharing insights, experiences and constructive tips that will give the young participants an edge if they make the game a full-time career.

The boys additionally picked up valuable information on nutrition, sleep and the other components necessary for a healthy lifestyle. The camp also played a part in boosting their confidence, armed them with traits such as resilience and determination and further developed their social interaction skills by exposing them to new places and people.

Their trip was fully funded by the AIA Group and supported by AIA Cambodia and Spurs. The collaboration aimed at helping the Kingdom's leading life insurer achieve its purpose of providing all Cambodians with Healthier, Longer and Better Lives. It also strengthens their standing as a leading advocate of healthy living, and one that prioritizes football and all sports in general as among the means to accomplish overall wellbeing and total health.

The boys' camp follows the inaugural event in June, which had 24 underprivileged girls from the Indochina Starfish Foundation (ISF) enjoying an inspiring week on the island. It was a lifetime opportunity for the children, who had never travelled abroad, and proved beneficial to enhancing their personal growth and skills.

AIA Cambodia Chief Executive Officer Mr. Andrew Loh said: "We believe sports play a crucial role in starting young Cambodians on the road towards Healthier, Longer, Better Lives. In this instance, the AIA-Spurs Elite Football Camp enables us to nurture future champions and help them achieve their goals via top-class training and the other related factors that keep them mentally and physically at the top of their game.

"AIA Cambodia looks forward to organizing more activities that inspire children to stay active and healthy, provide them a fun, learning experience and that continuously enhances their capabilities of building a better future for themselves and the communities they live in."



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For more details on AIA Cambodia and its focus on football and young Cambodians, please email [kh.marketing@aia.com](mailto:kh.marketing@aia.com). For information on AIA Cambodia's comprehensive life, critical illness and accident solutions and medical coverage, do contact AIA Client Care at 086 999 242, visit [aia.com.kh](http://aia.com.kh) or browse [www.facebook.com/AIACambodia](https://www.facebook.com/AIACambodia).

### **About AIA Cambodia**

*AIA (Cambodia) Life Insurance Plc ("AIA Cambodia") is a member of AIA Group Limited, the largest independent publicly listed pan-Asian life insurance group with branches and subsidiaries in 18 markets.*

*AIA Cambodia is guided by our purpose to help Cambodians live Healthier, Longer, Better Lives. Since commencing business in 2017, we've become the first life insurer to provide coverage on 26 critical illnesses. As among the Kingdom's premier insurers, AIA Cambodia today offers market-leading life and health solutions for all walks of life ranging from tailor-made crucial coverage plans that include critical illnesses, accidents, medical insurance and overseas emergency assistance.*

*We focus on building an inclusive society that benefits from a healthy lifestyle, achieving this via community-first initiatives that include partnering the Ministry of Women's Affairs to further empower gender equality and women's rights and raising breast cancer awareness through our annual Fit for Hope campaign.*

*AIA Cambodia also uplifts thousands of underprivileged children by sponsoring the AIA-ISF Youth League - Cambodia's largest grassroots football league. We collaborate with AIA's global principal partner, English Premier League club Tottenham Hotspur, to ensure these children receive the education they deserve.*

*AIA Cambodia is the only Cambodian life insurer awarded HR Asia's "Best Companies to Work for in Asia" for three consecutive years, from 2020 to 2022. Headquartered in Phnom Penh, the company currently has branches in Siem Reap, Kampot, Kampong Cham and Battambang.*

More information at [www.aia.com.kh](http://www.aia.com.kh)

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