



## Press Release

### Tennis legend warms up for conference with visit to ASPIRE

*Peter Fleming says Doha perfect host for inaugural ASPIRE4SPORT conference*

Wednesday 4 August 2010, Doha, Qatar: Tennis legend Peter Fleming has inspected ASPIRE and reacted by claiming that it would be the “perfect host” for the inaugural ASPIRE4SPORT conference and exhibition to be held 15-18 November 2010.

The seven-time grand slam doubles winner toured the facilities this week and was impressed with the venue and schedule for this exciting event.

“This is my first glimpse of ASPIRE and it is truly a unique sports complex,” said Fleming who won three singles and 60 doubles titles in his career.

“ASPIRE4SPORT is aiming to take sports conferences and exhibitions to a whole new level and ASPIRE as a venue fits perfectly with that goal.”

Fleming will take kids and delegates at the conference and exhibition through a series of coaching clinics as part of ASPIRE4SPORT’s revolutionary event schedule.

ASPIRE4SPORT will bring together all elements of the sporting world for four days of business, debate and entertainment.

A major exhibition, coupled with coaching clinics, product launches, star chats and special events will ensure that ASPIRE4SPORT is a “must-attend” event.

The ASPIRE4SPORT Tennis Masters will be played at Khalifa International Tennis Complex and will feature a re-match of the 1980 Wimbledon final between Bjorn Borg and Fleming’s former doubles partner John McEnroe.

Among the latest names to confirm their attendance at the conference and exhibition are European Champions Inter Milan, Barcelona FC, Major League Baseball and sportswear company Burrda.

Further information can be found at [www.aspire4sport.com](http://www.aspire4sport.com)

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#### **Notes to Editors:**

Created in 2004, the ASPIRE Academy for Sports Excellence in Doha has the dual aims of identifying and transforming promising student athletes into world-renowned champions across a wide range of sports and to act as a beacon to draw sporting culture into the centre of life in Qatar and the surrounding region.

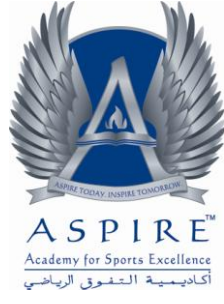
The Academy is distinguished by a philosophy which aims to develop the student as a whole, providing them with full academic, social and sporting development.

Unrivalled facilities, housed in and around the world's largest purpose built indoor sports dome, ensure the Academy's reputation as one of the foremost sporting and educational institutions in the entire international community, enticing an ever-increasing number of visitors and users, from sporting legends to global political leaders.

Every aspect of the development of elite athletes is catered for by one indoor and seven outdoor football pitches, athletics tracks, an Olympic-sized swimming pool, diving pool, combat arenas, gymnastics arena, specially fitness weight rooms, lecture halls, dormitories to accommodate what will eventually become 1,000 students, a medical centre and many more facilities.

Launched in 2007, the ASPIRE Football Dreams project has annually tests over 600,000 young footballers from all over the world including Asia, South America and Africa as part of the largest ever talent search within the sport.

The ASPIRE ACTIVE initiative is a government subsidized community program. Our focus, guided by the *2030 Qatar National Vision*, falls on preventative teen and adult educational fitness and health related exercise programming. The broad variety of scientifically designed classes and courses on offer cater for beginner to advanced users. Our mother, baby and children classes provide holistic fundamental movement skill development crucial to later sport specific skill mastery. ASPIRE ACTIVE fosters culturally sensitive lifelong recreational fitness activity and healthy lifestyle choices for the entire family to effectively address contemporary sedentary lifestyle consequences.



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