

## **PRESS RELEASE**

For Immediate Release

### **SCORE: Bigger, bolder and better than before! Annual sports expo hits new high**

**Kuala Lumpur, 9 JUNE 2014** – Bringing together almost 40,000 visitors in just three days, it can be confidently said that the recently concluded Sports, Competition, Outdoor, Recreation Expo (SCORE 2014) was successful in leaps and bounds! Held from 30 May to 1 June, SCORE offered over 100 booths to promote the latest sports gears, thrilling competitions and fun activities at the KL Convention Centre (Hall 1, 2 & 3). Bigger, bolder and better than before, visitors were treated to first-hand experiences on all the available products and services of participating vendors.

SCORE 2014; a premier one-stop resource for all things sports, covered a wide range of sports such as football & other ball games, racquet sports, watersports, boxing & martial arts, cycling, hiking, camping, golfing, indoor games, gadgets & technologies, exercise & gym equipments, health & fitness, and sports nutrition & medicine. This extensive selection of sports products and services were strategically showcased through 150 booths offering a variety of discounts, free trials, demos and more.

Dedicated to sports and fitness enthusiasts, adventure seekers or outdoor activity lovers, the energy within SCORE 2014 was abuzz with sweat-filled activities such as:

- SCORE FitMob, Largest Bodycombat® class in Malaysia
- SCORE Men of Steel Bodybuilding competition
- SCORE Run 10k and 15k marathon (Launched separately on 8 June 2014)
- Football challenges at Football Pavilion
- KL International BJJ Competition
- Fingerboard championship at Lord of the Fingerboard
- Wall climbing by AGC

This year, the biggest cheers came from SCORE FitMob, a successful Malaysia Book of Records attempt with 2,000 participants taking part in the largest Bodycombat class ever held here in KL and the best part is, the profits went directly to charity under the National Cancer Council (MAKNA). Bodybuilding's big guns also competed for the SCORE Men of Steel competition, pitting the nation's strongest men against each other. And, nearly 4,000 runners took part in the inaugural SCORE Run which kicked-off one week later on 8 June 2014 at Padang Merbok, KL. In the Football Pavilion, many were also seen taking a breather at the Red Bull Lounge where refreshments were offered to exhausted visitors.

Supported by the Ministry of Youth and Sports Malaysia, SCORE 2014 is the biggest & most comprehensive sports fitness & outdoor recreation expo in Malaysia. The entire event saw a wide range of fantastic deals on sports, recreational gears, services and activity packages by renowned local and international brands. More than 200 brands such as 2XU, Skins, Soleus, Columbia, Befit, Acti Tape, Corezone and many other participating vendors, offering visitors

countless opportunities to test and feel the newest and most advanced sports products and services.

Owing to its success from the year before, SCORE has indefinitely raised the bar in terms of bettering their past achievements while taking it to where it is today. Destined to build on the experience we've gained, our aim is to make next year's SCORE 2015 on par with some of the greatest exhibitions in the world. You can expect even bigger sales, discounts, activities and excitement this time round.

For more information, please log on to [www.score.my](http://www.score.my), or follow our Facebook at [www.facebook.com/scorexp](http://www.facebook.com/scorexp) or Tweet us at [twitter.com/scorexp](http://twitter.com/scorexp).

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