



ISPS HANDA EXTENDS PERTH INTERNATIONAL NAMING RIGHTS

PERTH, (11 February 2016)-The International Sports Promotion Society (ISPS), has today been announced as the title sponsor for the ISPS HANDA Perth International for the fourth consecutive year when the event returns to Lake Karrinyup Country Club from 25-28 February, 2016.

Dr Haruhisa Handa, ISPS' Founder and Patron of Golf Australia, said he was pleased to again be supporting this significant event on the international golf calendar.

"The power of sport is a great tool for creating hope and breaking down educational and cultural barriers," said Dr. Handa. "We choose to support events such as the ISPS HANDA Perth International to inspire and bring people together."

ISPS has supported golf globally for many years and has sponsored events in Australia for almost a quarter of a century. Dr. Handa and ISPS are also committed to raising the profile of blind and disabled golf. The ultimate mission is for golf to become a Paralympic sport and the ISPS HANDA Perth International provides a great platform to promote this.

ISPS has also recently extended its support to "Soldier On" in Australia to help the reintegration of disabled soldiers into the community through the ISPS golf programme.

"We have enjoyed our association with the ISPS HANDA Perth International since its inception in 2012 and this year with the Asian Tour joining the European Tour and PGA Tour of Australasia as a sanctioning partner, the tournament is sure to have even greater relevance in Asia-Pacific," Dr. Handa said.

David Rollo, Vice President and Director of Golf, IMG Australia, said, "We are delighted to extend our naming rights partnership with ISPS and wish to acknowledge Dr Handa's wonderful support of this event and the game in this region."

The ISPS HANDA Perth International is the only tournament in Australia to be tri-sanctioned by the European Tour, PGA Tour of Australasia and Asian Tour and the expanded field of 156 players will be headlined by 2010 Open Champion, Louis Oosthuizen, from South Africa in what will be his first ever tournament in Australia.

The Perth International golf tournament is owned and promoted by IMG and proudly supported by the Western Australian Government through Tourism WA.

Tickets for the Perth International start from \$22 and are available from [Ticketmaster](#). Children under 16 will gain free entry with a paying adult.

For general event information visit www.perthinternational.com and follow on Facebook - <http://www.facebook.com/PerthInternationalGolf> and Twitter - [@PerthIntl](#).

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About IMG

IMG is a global leader in sports, events, media and fashion, operating in more than 25 countries. The company represents and manages some of the world's greatest sports figures and fashion icons; stages hundreds of live events and branded entertainment experiences annually; and is one of the largest independent producers and distributors of sports media. IMG also specializes in sports training; league development; and marketing, media and licensing for brands, sports organizations and collegiate institutions. In 2014, IMG was acquired by WME, a leading global entertainment agency.

