



Memorandum

TO: THE INTERNATIONAL TOUCH COMMUNITY
FROM: TOUCH FOOTBALL AUSTRALIA (TFA) – HOST NATION
SUBJECT: 2015 FIT TOUCH WORLD CUP MEMO – 24 JANUARY 2014
DATE: 2 MAY 2014

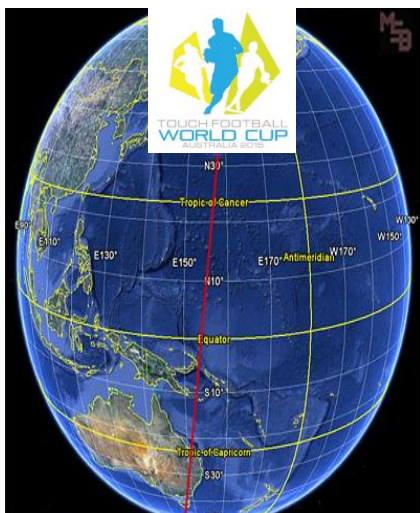


TWC 2015 Countdown Clock Starts Now!

The world's Touch Football axis shifting quickly to Coffs Harbour, NSW

Dateline: April/May 2015

Website: www.touchworldcup.com



Start the clock. Set the compass and get set for what is shaping as the biggest Touch World Cup and showcase of the sport on record.

This week marks the 12-month countdown until the commencement of the 2015 Federation of International Touch (FIT) Touch World Cup (TWC) to be held in Coffs Harbour, New South Wales. The international festival of Touch Football will take place over one week from 29 April to 3 May 2015.

In just one-year's time, the Touch Football world's showpiece event returns to these shores and will be in full swing; the first time the Touch World Cup has returned to the Australia since 1999.



Over 100 teams have expressed interest in taking part in the event with close to 30 member nations from across the globe.

To mark this key milestone, Host Nation of TWC 2015, Touch Football Australia is pleased to launch today the official Touch World Cup website at the link below.

www.touchworldcup.com

Administered by TFA the site is the central hub of news and information keeping the international Touch Football community abreast of the latest on all tournament details.

The site will feature the regular series of event TFA and FIT-generated Memos and Media Releases, feature articles, social media channels and updates and coverage of pre-tournament events and activities from around the world. Not to mention the all important 'Countdown Clock' so everyone stays acutely aware of new event information and the fast-closing window of time till tournament tap-off.

Fresh from his return from Mudgee with the Trans Tasman Series trophy in tow, the head of TFA CEO, Colm Maguire, was pleased with the development of the site; saying that his and the TFA team's focus is shifting well and truly to the staging of event on the Coffs Coast next year and meeting key milestones including this.

"It's hard enough to grasp that four years has elapsed since the last Touch World Cup in Edinburgh," Maguire said.

"With the delivery of a number of recent major events under our belt, we are now getting a real sense that the clock is certainly clicking and planning is paramount.

"We are mobilising internally and working very closely with the International (body) on the various planning arrangements to ensure we deliver the best Touch World Cup to date," he said.

"Rest assured we won't leave any stone unturned in our quest to ensure this event befits the sport and the professionalism in which the sport is delivered nationally.

"The website is a very important cog in the wheel to keep all stakeholders up-to-date on the latest news, views and previews," he said.

FIT Secretary-General, Bill Ker shared Mr Maguire's sense and is delighted with the tournament and the new website's progression.

"As we all know, the online medium is very important for conducting key international events like the upcoming Touch World Cup," Mr Ker said.

"Not the least a hub for event news, it's a key channel for the international community to use as an interactive platform, along with the social media channels to engage with TFA and member nations, in terms of tournament awareness and delivery.

"And as a window to the overall event administration we know that TFA as Host Nation will be striving to ensure the site is best practice and engaging for all to visit; enabling users to stay informed and join the conversation and interaction with the international Touch Football community."

Stay tuned to the Touch World Cup website and feedback, contributions and ideas on the site's development all very welcome!

For more information please contact Julian Buckmaster TFA General Manager, Marketing, Communications and Partnerships (Julian@austouch.com.au) or Lauren Pritchard, TFA Communications Coordinator (lauren@austouch.com.au).