



Wednesday, 12th November 2014

MEDIA RELEASE

For Immediate Release

14 World Strongest Men Competing At The Strongman Champions League Kuala Lumpur Grand Finals 2014

14TH & 15TH NOVEMBER 2014, DATARAN MERDEKA, KUALA LUMPUR

Kuala Lumpur will once again be the host for the Strongman Champions League Grand Finals which will set a battle royale for 14 of the world strongest men for the coveted Strongman Champions League World Champion title.

The Strongman Champions League is an international sports competition that pits some of the world's strongest athletes against one another in a year long series of events which held in 15 cities world wide. The organizing of the Kuala Lumpur Grand Finals culminates on the 14th & 15th November 2014, here in Dataran Merdeka, Kuala Lumpur.

This year's Grand Finals is expected to be a fiery affair as the competing athletes have been preparing over the last months which will also feature the reigning Strongman Champions League world champion, Krysstof Radzikowski from Poland. Other notable competitors includes current world ranking leader, Martin Wildauer from Austria, Icelandic actor from the Game of Throne TV series and Iceland Strongman Champion, Hafthor Julius "Thor" Bjornsson and England's Strongman Champion, Eddie Hall. On the home front, the Malaysian pride will be represented by Zarol Alfiyan.

The Strongman Champions League – Kuala Lumpur Grand Finals is supported by the Ministry of Tourism Malaysia and the Kuala Lumpur City Hall. The event which is entering into its second edition is a signature event for Kuala Lumpur as the city poises itself to be one of the world's top event cities.

Speaking to newsmen at the Strongman Champions League - Welcome Gala Dinner, The Mayor of Kuala Lumpur, Datuk Seri Haji Ahmad Phesal Bin Haji Talib points that the organizing of Strongman Champions League Malaysia is one of many events supported by the Kuala Lumpur City Hall to popularize Kuala Lumpur as a major sports tourism destination in this region.

The Strongman Champions League – Kuala Lumpur Grand Finals will be held in Dataran Merdeka and features multi discipline events before the World Champion is crowned. The challenges set for the Strongman Champions League athletes includes Bus Pull, Truck Pull, Tyre Flip, Car Deadlift, Farmers Walk and Forward Hold. These disciplines contest the human abilities to the core as only the fittest and strongest will prevail as the worthy champion.

The selection of Dataran Merdeka as the Grand Finals venue is a significant effort by Ministry of Tourism and Kuala Lumpur City Hall to feature Kuala Lumpur unique tourism proposition and the vast progress that has shaped Kuala Lumpur today through news reports and broadcast coverage by the official broadcaster EuroSports which will be televised across 90 countries with over 1 billion viewership.

The Strongman Champions League – Kuala Lumpur Grand Finals 2014 will also feature a 3 days Strongman Pop Up Bazaar in front of the KL City Gallery. This championship is expected to end with a high finish as superstar entertainer Awie and rock band Kristal are expected to wrap up the competition with their electrifying performance at the after party concert in Dataran Merdeka on 15th November 2014.

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Issued by:

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