



**PRESS RELEASE ON
STRONGMAN CHAMPIONSHIP
LEAGUE
15TH SEPTEMBER 2014, 12 NOON**



**OVER 16 WORLD'S BEST STRONGMAN WILL BE
COMPETING
IN THE STRONGMAN CHAMPIONS LEAGUE FINAL IN
KUALA LUMPUR THIS NOVEMBER**

15TH SEPTEMBER: Kuala Lumpur's Mayor, YBhg. Datuk Seri Ahmad Phesal Bin Hj Talib, announced today that, for the second year in succession, the city is to host the Strongman Champions League World Finals. The Strongman 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 held in 15 cities worldwide. These culminate in the World Finals, which will be held on 14-15 November 2014.

Injuries permitting, the competitors in the 2014 Grand Finals will include the 2013 champion, Krzysztof Radzikowski of Poland, along with local competitor, Zarol Alfiyan, who also competed last year. Fans of "Game of Thrones" will recognise Icelandic actor Hafthor Julius "Thor" Bjornsson, who plays Gregor Clegane in the hit TV series. He was Iceland's Strongman Champion in 2011.

The full list of competitors for the Grand Finals in KL is:

- Martin Wildauer - Austria (the current leader)
- Ervin Katona - Serbia
- Lauri Nami - Estonia
- Krzysztof Radzikowski - Poland
- Dainis Zageris - Latvia
- Marius L alas - Lithuania
- Alex Moonen - Holland
- Matjaz Belsak - Slovenia
- JF Caron - Canada
- Ole Martin Hansen - Norway
- Mike Burke - USA
- Alexander Lysenko - Russia

- Zarol Alfiyan – Malaysia
- Hafthor Julius “Thor” Bjornsson - Iceland
- Ahmad Taufiq - Singapore

The event is supported by the Kuala Lumpur City Hall and the Ministry of Culture and Tourism, and co-organised by the Council and SCL Malaysia. In announcing the event, the Mayor said that *“this signature event will help us to continue our campaign to build Kuala Lumpur’s international profile as one of the top world’s event cities”*.

Hosting major sporting events such as the Strongman World Finals is one of the many ways in which the Mayor and his colleagues have been working to develop the city’s international profile. As he noted, Kuala Lumpur’s tourism sector has enjoyed impressive growth in recent years - in 2014, it is anticipated that the city will attract more than ten million international visitors for the first time. *“I hope travel agents and Tourism Malaysia will leverage on this free entrance event, by packaging it together with the hotel stay and offer it to the tourists as an all-inclusive package when visiting KL between 14th and 15th November. I am quite certain this Strongman Champions League competition will entice not only the competitors but also their families and back-up crews to come to KL and enjoy our unique blend of warm hospitality and world-class facilities”*, said the Mayor.

The Strongman Champions League World Finals will be held in Dataran Merdeka, Kuala Lumpur’s most famous public space. Over the two days, the athletes will compete against each other in eight events, each designed to test their strength to the utmost. These include pulling a truck using a harness and rope, Farmer's Walk (carrying loads in excess of 300kg), flipping a 400kg tyre, lifting a car, and repeatedly lifting logs, starting at 170kg.

Dataran Merdeka is surrounded by many buildings of important cultural and historic significance, which will form the backdrop for the Finals. Up to 20,000 spectators are expected to watch the live competition, which will also be televised worldwide in almost 90 countries, with a potential global audience of more than a billion viewers.

The Mayor also announced that the City Council are working with the organisers to create an ASEAN Strongman Champions League, also to be hosted in the city. This, he explained, would encourage local athletes to compete with the world's best, as well as confirming KL's position as a leading sports venue.

"Strongman Champion of the World competition will also be supported by many fringe events including the autograph & photograph sessions, health talk and cultural showcase; with a mini Rockhestra Concert by DBKL is expected to wrap this event on 15th November", added the Mayor.

Also attended his press conference - Y. Bhg. Tan Sri Abdul Rahman Mamat – Chairman of Biogrow Health Sdn. Bhd. with his Directors, Dr. Sabina Topcic Arnaut and Mr Enis Arnaut, YBrs. Puan Nor Yahati Awang - General Manager VMY 2014 representing the Ministry of Tourism & Culture. YBhg. Datuk Hashim Wahir -Group CEO KLCC Property Holdings Sdn. Bhd., YBhg. Dato' Amir Firdaus Abdullah - CEO Gleneagles Kuala Lumpur, YBhg. Datuk Normah Binti Malik, YBhg. Datuk Mohd Najib Bin Mohd both Deputy Director General at DBKL.

For more information on this championship, please contact Dr. Sabina Sabina Topcic Arnaut email: drsabina.topcicarnaut@gmail.com and Mr Enis Arnaut from Biogrow Health Sdn Bhd. at his email: enisarnaut@gmail.com

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