

**YOU** IT'S ALL ABOUT PROGRAMMES

# Sport schools for local communities

**IMPART SOUND VALUES:**

An initiative taps into the advantages of playing sport to teach schoolchildren life skills

**T**HE benefits of playing sport are well documented. Promoting good sportsmanship, teamwork, fair play, respect and discipline is all very good but when the sport is also conducted in a safe environment by qualified coaches, it makes for a great combination.

Construction and property development company WCT Bhd has tapped into this set-up in the form of its flagship corporate social responsibility initiative, WCT Kids Sports School. Schoolchildren between the ages of 9 and 15 irrespective of race, gender or social class have the opportunities to grow through team sport such as football and basketball while learning good values and developing athletic skills.

As sport unifies people from all walks of life, the firm aims to use it to impart sound morals to youth as part of an early education in nurturing individuals to serve as future role models for their communities.

The sports school programmes are held at Bandar Bukit Tinggi Klang, Kelana Jaya, Shah Alam and Overseas Union Garden, all in the Klang Valley.



In the free project, participants learn basic soccer and basketball skills from coaches, who are former national players and some hailing from renowned sports institutions such as The Goal Academy.

The course also includes at least one underprivileged home in each area to allow children living there a chance to benefit from it as well.

The Basketball and Soccer Schools 2013, which started this month and will end on Nov 17, are conducted only on weekends (except for certain school holidays) and open to both sexes. Tournaments will be organised at the close of the programme.



1. Football coaches with participants. 2. Schoolchildren learn basketball skills at a coaching session. 3. Polishing the art of dribbling a ball. 4. Basketball coaches with aspiring players.