

With Local Communities

Social Contributions Activities in Asia / Oceania

Extending Support to a Street Soccer Tournament in Singapore

Helping youths develop a healthy lifestyle

In 2008, Brother International Singapore Pte. Ltd. (BIC(S)) started to help host and manage the AWWA Street Soccer* Tournament.

The tournament was launched based on a shared vision between the Asian Women's Welfare Association (AWWA), an NPO that supports the socially vulnerable, and BIC(S), a company that supports the education of youths as an important social contribution.

Recognizing the social importance of preventing juvenile delinquency, BIC(S) started a tournament for street soccer, which is popular among young people, to nurture a spirit of fairness, courage, modesty, and respect through sports. The initiative has been generously supported by many people including high-ranking government officials, professional soccer teams, NGOs, and companies, and has turned into one of the largest street soccer tournaments in Singapore.

The third tournament in 2010, which was joined by about 60 teams (300 players), lasted one and a half months from the qualifying rounds in October to the finals in November. The teams played exciting games to win the Brother Challenge Trophy. Sixty percent of BIC(S) employees volunteered to help organize the tournament, and a friendly match was held between the BIC(S) employees team and the Singapore parliamentarians team, which added excitement to the tournament.

By supporting the tournament, BIC(S) employees gained a sense of fulfillment through working with many other people and a sense of unity with the local community. Above all, seeing children and young people playing hard and many families enthusiastically cheering their teams, BIC(S) employees felt proud to be a part of the tournament.



Players in a close game. Teams of five players each compete to score points in games lasting just 10 minutes.

*: Street soccer: a type of soccer that is played with simple equipment and rules