



## **Media Release – 7 July 2021**

### **NEW CANBERRA AFL COMPETITION ONE FOR THE HEART, MIND AND SOUL**

AFL Canberra and AFL Masters ACT are excited to announce Canberra's inaugural AFL Masters competition kicking off on Friday night, 23 July 2021.

The competition's foundation clubs ACT Masters, ANU Griffins, Australian Command & Staff Course (ACSC) and the Weston Creek Wildcats will battle it out for the Elysium EPL Heart Mind & Soul AFL Cup. Each club will be fielding players aged 35 and above, who will go head-to-head in a four-round fixture held under lights at the home of AFL Canberra, EPC Solar Park, Phillip. Spectators that are unable to attend won't miss out with the game's action and commentary broadcast live and free through AFL Canberra broadcast partner CluchTV.

The competition is proudly supported by local Canberra business, Elysium EPL, an Australian professional services firm that works with government and industry organisations to improve business performance.

Elysium EPL Principal Brett Ackroyd sees the competition's key motivations matching up with his company's. "The theme of the cup—heart, mind and soul—aligned with Elysium's fundamental values, which are to conduct ourselves with Ethos, (credibility and ethics) with Pathos (heart) and with Logos (head)" he stated.

Firas Shahin, AFL Canberra Community Football & Competition Manager said it was a great honour to be working with the AFL Masters ACT to deliver an exciting, ground-breaking competition for older Canberra footballers who recognize that playing football, whether a new player or an experienced one, can be an enjoyable life choice. "It is great to have a Canberra-based business supporting Canberrans to keep active with community sport", he said.

Coach of the ACT Masters, Brendan Greenwood, commented that the new competition was a real highlight for local Masters footballers, especially after the disruption and uncertainty wrought by the pandemic. "Many have been impacted through their jobs or family, it will be great to see mature-aged players having fun whilst staying active. Men can be vulnerable to health issues impacting their heart, mind and soul and this initiative raises awareness in that space. Team environments raise hope for those that may need a teammate to help them kick their next goal. I would like to thank Elysium EPL for their magnificent support and AFL Canberra for helping deliver this exciting breakthrough season".

Fixtures and further details will be released in the coming week.

**ENDS**