

The name synonymous with tennis in Canada, Rogers renews sponsorship for 3 yrs

EXPRESS NEWS SERVICE

Toronto

Rogers Communications Inc. has announced a three-year renewal of the title sponsorship of the Rogers Cup in both Toronto and Montreal. Financial terms of the contract with Tennis Canada were not disclosed in the announcement made on July 20, but the contract will extend till the 2011 Rogers Cup.

"Rogers continues to display its unwavering commitment to sport in this country," said Michael S. Downey, president and chief executive officer, Tennis Canada.

"We are proud to have such a dedicated title partner. On behalf of the nearly two million Canadian tennis fans, and the many television viewers around the world, I extend our sincere appreciation to Rogers for helping keep Rogers Cup one of the premiere tennis tournaments in the world. As a non-profit organization, Tennis Canada directs the surplus from the Rogers Cup tournaments to enhance tennis development. By renewing the title partnership of Rogers Cup, Rogers has invested further in Canadian tennis."

The sponsorship contract between Tennis Canada and Rogers Communications began in 2000 when Rogers Wireless became the co-title sponsor of the women's international tennis event. The relationship has grown ever since.

In 2004, Rogers Wireless was the lone title sponsor of the WTA event, and one year later it cemented its place in the Canadian tennis by lending its name to both men's and women's tournaments, which rotate between Toronto and Montreal annually.

"We are pleased to renew our partnership with Tennis Canada and Rogers Cup," said

Ted Rogers, president and chief executive officer, Rogers Communications Inc. "Rogers is pleased to link our brand with professional and amateur tennis in Canada. We look forward to watching this tennis tournament flourish for years to come."

In addition to its title sponsorship of Rogers Cup tournaments, Rogers is also a presenting partner of the Building Tennis Communities strategy and the Rogers Rankings, a unified national ranking system, set to publicly launch in 2009.

In 2006, Rogers created the Rogers Cup Hall of Fame, besides providing continuous assistance to several provincial tennis associations.

"We are the envy of international tennis tournaments because our title partner does not just tie its name to the event, they constantly enhance programming," said Eugène Lapiere, vice-president, Quebec professional tennis and tournament director of Rogers Cup, presented by National Bank. "Rogers will extend its name to all of our junior national indoor and outdoor championships. They are as interested in making tennis grow as we are."

"Rogers Communications is very strategic in choosing its partners," said Nadir Mohamed, president and chief operating officer, Communications Group, Rogers Communications Inc. "We have been proud to help tennis grow to historic highs throughout Canada. Additionally, Rogers Cup shines as a best-in-class on the ATP and Sony Ericsson WTA Tours. The next three years will be extremely exciting for sports fans as Rogers Cup climbs to new heights."

The main draw for Rogers Cup began on July 21 in Toronto and the Rogers Cup in Montreal is scheduled to be held from July 26 to August 3 at the Uniprix Stadium.

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For this trainer, knowing one's identity is essential to success

RENU MEHTA

Mississauga

IN an uncommon profession, an Indian origin woman offers the success mantra with a diversity twist.

Anita Sachdev, president of an organization called I've Made It, a training and coaching company, proudly proclaims, "I've made it and so can you, you and you."

"I can offer perspectives which will work for the Desi cause and also build bridges with the mainstream," said the training and coaching entrepreneur while addressing a group of people in Mississauga recently.

Whether it is about finding strengths, leadership qualities, or communication skills, Sachdev says real success is within everyone's reach: "Success is not the property and privilege of a few."

"I believe that coaching career and life as well as communication is very much required for youngsters. They need help in understanding identity as well as aligning the Indian and Canadian aspect of them," she adds.

"Middle-aged women and men require direction, especially those who are in a rut and are not able to make the transition into what they want despite the long hours they put in for work. Also, empty nesters need to regroup and understand as to where they are actually headed from where they are now," she said.

Sachdev's self-education began by living in culturally diverse countries like India, the US, Egypt, Hong Kong and Canada.

Besides a bachelor degree



Motivational speaker Anita Sachdev, who heads the company I've Made It, believes that 'coaching career, life and communication is required for youngsters (to succeed). They need help in understanding identity as well as aligning the Indian and Canadian aspect of them'

in economics and political science from Mumbai University and masters degree in advertising and marketing, she has studied Adult Education and Training at OISE, University of Toronto.

By learning the cycle of adaptation and the process of assimilating into a new environment, the culturally-savvy and a true world citizen, Sachdev professes that, "To succeed, diversity needs to be understood and believed, not managed."

With ideas from her eastern roots, she redirected her strengths as a strategic thinker to break down bite size components. The heart, mind and guts leader, as she calls herself, aligned diligently with mentors to learn the art of integrating business with universal life principles in order to create a personalized definition of success.

Sachdev began her career many years ago in advertising firms Saatchi and Saatchi and Leo Burnett Advertising, where she built the image of multi-national brands like Oil of Olay and Ariel detergent.

After she left the world of advertising, she decided to enter the tranquil phase of self-reflection. "I recognized that my achievements were measured by the standards set by my peers. So I decided to challenge assumptions and freed myself from an institutionalized thought process. I call this my outward success," she said.

Today, Sachdev is a keynote speaker, a moderator and a coaching expert who combines humour with contemporary thinking and compassion to convert existing knowledge into prolific actions in order to engage people and communities and transform lives.

"My ultimate aim is to activate wings of success for every individual because every individual deserves to experience the flying colours of success," she said.

While focusing on Canada, Sachdev is also building a client base in India, which she considers a happening place.

Two days of cricket 'extravaganza' draws Toronto officials to field

EXPRESS NEWS SERVICE

Toronto

THE Mayor's Cup, the St. George's Society Cup and the Member of Parliament Cricket Cup were held over two days in the Centennial Park in Toronto recently.

In the Mayor's Cup, the final match was played between Excel Funds and Asian Community Cricket Team, in which the Mayor Cup beat the Excel Funds.

In the St. George Cup, Toronto City Cricket Club, under the captaincy of Councilor Adam Vaughan, won the final match, defeating St. George Society. Toronto City Club's Wazir Khullar took three wickets in three overs in the match.

In the third tournament, the G.T. Sports Club of Brampton and Ramblers Cricket Club of Mississauga played the final match, in which the hard-hitting by the G.T. Sports Club didn't help them

and the Ramblers Cricket Club won the match on the last ball of the game.

Joseph Fong, chair, Zoheir Hassanbhai, co-chair and Ginny Tam, president of Asian Community Games, were present to cheer the players during the matches.

Another match, the Police Chief and Mayor's Trophy was played between Toronto Police Cricket Club and Toronto City Cricket Club. The Toronto Police Cricket Club's batsmen held their ground and scored the winning runs.

The eight teams which played in the St. George's Society Cup were: Toronto Police Cricket Club, St. George's Society of Toronto, Excel Funds Cricket Team, Asian Television Network Cricket Team, Asian Community Cricket Team, Toronto City Cricket Club, GT Sports Club and Mississauga Rambler Cricket Club.

In the Mayor's Cup, only three teams participated: Excel Funds,



(L-R) Dr Kuldip Kular, Bill Blair, David Miller, Suresh Jaura and Adam Vaughan at the Centennial Park

Asian Television Network, and Asian Community Cricket.

Hosted by the Toronto City

Cricket Club, a non-profit organization, the event was sponsored by Tim Hortons, Excel Funds Manage-

ment Inc, Asian Television Network, Paradigm Images and Globalom Media, among others.

