

Chelsea crowned Barclays Asia Trophy champions

Chelsea Football Club lifted the 2011 Barclays Asia Trophy over the weekend, after a 2-0 victory against Aston Villa in front of a 40,000 sell-out crowd at Hong Kong Stadium.

The tournament also included Blackburn Rovers and Hong Kong Division One Champions Kitchee who played off for third place, with Rovers claiming a 3-0 victory in that match.

Alongside the tournament, Barclays organised an extensive range of activities to engage with thousands of clients, fans and people in the local community.

Fans got close to the Barclays Premier League trophy in its tour around the world. The tour, organised in conjunction with the Premier League, made a stop at Ocean Terminal in Kowloon.

Visitors were welcomed into four large domes containing interactive displays, as well as content that brought to life the excitement and passion of the Barclays Premier League.

In one of them, fans saw up-close the Barclays Premier League trophy, one of the most sought after pieces of silverware in football. From there, they moved to another dome where they took pictures with the trophy, as part of a 'virtual reality' experience.

Barclays also launched a large-scale advertising campaign in Hong Kong throughout the tournament.

The Barclays Asia Trophy coincided with the launch of Barclays Spaces for Sports' new programme in Hong Kong, organised in partnership with the Chelsea Football Club Foundation, Chelsea Soccer School Hong Kong, and the charity Right to Play.

Barclays intends to invest close to £400,000 over three years to support the scheme, which will use football and basketball-based learning opportunities to help improve education and health for disadvantaged young people. The initiative will also provide training to young leaders who will help deliver extend its sustainability beyond the initial three years.

