

Century boost for keglers

IT was an emotional return for ex-international Richard Phua when he made a beeline for the Sunway Megalanes in Bandar Sunway yesterday.

Richard, who represented Malaysia between 1976 and 1996, met several of his former bowling teammates including Malaysian Tenpin Bowling Congress (MTBC) president Datuk Dr P.S. Nathan and national coach Holloway Cheah.

He also took the opportunity to meet the current members of the national squad.

Richard, the executive chairman of Century Logistics Holdings Berhad, decided to give back to bowling by signing a RM300,000 sponsorship deal with MTBC yesterday.

Century will sponsor RM100,000 per year for a period of three years (2010-2012) for the development of bowling in Malaysia. The company has been involved with MTBC for a number of years, albeit on a smaller scale.

"Bowling has done so much for me and I feel it is time to give back to the sport," said Richard after the signing ceremony at Sunway Megalanes.

"I would say bowling has improved tremendously from the time I used to represent the country. In my time, we bowled using our own money for practice and purchasing equipment. Before, parents used to discourage their kids from taking up bowling but now it is so different."

Richard said MTBC has one of the most innovative and proven development programmes.

"Their track record has led to Malaysia winning several world class titles. I believe more world class bowlers will be produced soon," he added.

Dr Nathan said the sponsorship money will go into a pool for the development and promotion of bowling.



MTBC president Datuk Dr P.S. Nathan (centre) holds up a RM300,000 replica cheque from Century Logistic Holding Bhd yesterday.

"It will go to several areas including those concerning bowlers under the elite, back-up and youth programmes and also for the entire development of the sport in Malaysia," said Nathan.

"There are about 3,000 registered bowlers — from junior to senior levels — in this country and the sponsorship will be a great help in ensuring these programmes run well." — AJIT-PAL SINGH