

Press Release:
Monaco, 25th October 2016

Winners of the TV Sports Awards 2016 announced

Last night in Monaco saw host to the second ever TV Sports Awards (TVSA) honouring the best work in the sport media industry, including the Golden Boy best young footballer award.

The ceremony, held in the prestigious Fairmont hotel with fine food and entertainment, was presented once again by the Sky Sports News presenter Kate Abdo, and had the attendance of well-respected sports stars and legends, such as Fabio Capello, Mario Cipollini and Anne Wafula-Strike.

This year the sell-out event saw a number of new awards, such as Best Digital Media Project - won by adidas with their #boostyoursummer campaign, and Agency of the Year - won by Infront/Wanda Sports highlighting their success and global growth. The ceremony kick started with the presentation of the Tuttosport Golden Boy award, celebrating best young footballer award (under 21) which went to Renato Sanches from Bayern Munich.



Andrea Radrizzani with 2016 winners

Held to coincide with SPORTELMonaco, the TVSA provided a magnificent occasion to unite and celebrate the success and magical moments of the industry. The ceremony was held in support of Play for Change, a collaborative charity who uses the power of sport to transform the lives of children and communities.

A special Play for Change (PFC) award was presented to Anne Wafula Strike, an inspiring athlete for her work with Olympia-Wafula Foundation and AbleChildAfrica. This year also welcomed Global Action Nepal one of PFC's programme partner working in Nepal, who highlighted how thousands of children who have had their circumstances vastly improved through partnership work with PFC.

There was an exclusive auction, presented by the Sotheby auctioneer Edward Rising and powered by Charity Stars, which had top items such as a Cippolini signed top-of-the-range bike, magnificent wolf sculptures by Cracking Art and a signed Real Madrid football shirt by footballer Cristiano Ronaldo.

Andrea Radrizzani, Founder of Play for Change says 'We are thrilled to announce such a phenomenal selection of worthy winners! The evening gave the occasion to celebrate the outstanding work to those who deserve the recognition whilst highlighting how sport can be such an influential and powerful tool, and with a small effort we can reach a vast audience. I truly hope the TVSA continues to grow and be an inspirational platform for years to come and I would like to welcome as many as possible to be part of a joint social good programme. We look forward to next year's event! The evening helped us to raise a significant amount of money to continue working in the communities.'

The full list of TV Sports Awards winners is as follows:

Best Live Event Coverage

- UEFA EURO 2016

Best Digital Media Project

- adidas #BoostYourSummer campaign

Best Football Rights Deal

- Bundesliga's new domestic rights deals with Sky Deutschland and Eurosport

Best TV Rights Deal

- FIBA's deal with Perform

Best Sports Broadcaster

- Eurosport

Agency of the Year

- Infront/Wanda Sports

Media Executive of the Year

- Simon Denyer, Chief Executive and Founder, Perform Group

Play for Change Award

- Anne Wafula Strike - Olympia-Wafula Foundation and AbleChildAfrica

Winner of Golden Boy 2016 (Tuttosport)

- Renato Sanches, Bayern Munich

Ends.

For all media enquiries please contact Sarah@playforchange.org
#TVSA2016 @TVSportsawards

In support of



Play for Change

Play for Change is dedicated to improving the lives of vulnerable children around the world using the power of sport to improve education and build life skills. We believe sport can play a significant role in a child's cognitive, emotional and physical development. We want to see a world where all children are equipped with the vital life-skills that they need for their future.

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