

Sport 1st together with Mobitel launches 'The Platinum Awards 2014'

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Nalin Perera, Senior General Manager of Marketing – Mobitel exchanging the sponsorship cheque with Aditya Ray, CEO – MTV Channel and Lalantha Jayasekera, Sales Manager – Sirasa TV

Sri Lanka Telecom Mobitel in partnership with Sport 1st announced the launch of Platinum Awards 2014. The Platinum Awards will reward and recognise Sri Lankan sports stars for their efforts in keeping the passion of sports alive in the hearts of millions of Sri Lankans.

Organised for the first time in Sri Lanka with the vision of honouring athletes who have displayed exceptional talent, determination and dedication, The Platinum Awards recognises sportsmen and women from a myriad of categories of sporting events. It will be a night of glamour and celebration.

The events set to see a build up to the Awards Night is inclusive of a road show covering 30 towns across the Island, opening up the opportunity for all sportsmen and women across Sri Lanka to hand in their nominations.

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