

MEDIA RELEASE
19 SEPTEMBER, 2011

QBE COUNTRY WEEK IS BACK AGAIN

Football West's annual QBE Country Week is set to return for its biggest event yet and will run from October 3-7 at Cockburn's Beale and Dalmatinac Park.

This year will see 54 teams, six more than last year, take part to increase the participation to over 800 kids.

Female participation has increased well over 50% since the inaugural event and this year will see the 14's Girls League renamed the 14's Kerr League and the 17's Girls League renamed the 17's McCallum League after Perth Glory and Matildas stars Sam Kerr and Collette McCallum.

QBE Insurance has thrown its support behind WA football yet again by re-signing on as the naming rights partner and National Operations Manager, Ray Zannino said:

"Now in our seventh year supporting QBE Country Week, we're proud to have witnessed the expansion from 16 to 54 teams and look forward to seeing the biggest and most exciting event to date this October."

The week-long tournament is traditionally held in the September/October school holiday break and is specifically designed for the regional areas to help metropolitan coaches identify regional talent and also to educate regional coaches.

There will be Under 11's, 13's 15's and 17's leagues for boys and Under 14's and 17's for girls with all finals taking place on the final day.

All matches will be held at Beale Park, with the exception of the Under 17 Boys who will play at Dalmatinac Park.

Football West Chief Executive Peter Hugg said: "QBE Country Week continues to be an important event in our annual calendar as we welcome our young players from all around the State to Perth. This year we have implemented a number of new initiatives including special grants to some of our bigger zones and more visits by the likes of Jamie Harnwell and Tanya Oxtoby to our outlying regions and we hope to expand these programs in the future.

"Football West would like to thank QBE and its staff for all their ongoing support with this important event and for their confidence in the football family, young players and the overall community. Additional thanks to Cockburn City Soccer Club and all of its volunteers who once more host the event and help ensure the logistical conduct of the week."

More information about the competing teams and fixtures will be announced closer to the event.



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