



Live Coverage of Ten Nation Youth Rugby Tournament on Web TV

An international rugby tournament featuring teams from countries as far apart as Cambodia and Kazakhstan is being broadcast live on the Internet this week by SchoolSportsAction.TV. The event, staged just outside London, is the touraid U14 Cup, organized by touraid, a UK charity that has enabled 120 young people to travel from some of the bleakest parts of developing rugby nations to compete. The final round of matches begins 11:30AM London Time, Saturday, September 29.

London, United Kingdom, September 28, 2007 --(PR.com)-- An international rugby tournament featuring teams from countries as far apart as Cambodia and Kazakhstan is being broadcast live on the Internet this week by SchoolSportsAction.TV. The event, staged just outside London, is the touraid U14 Cup, organized by touraid, a UK charity that has enabled 120 young people to travel from some of the bleakest parts of developing rugby nations to compete.

According to touraid, the significance of the event is that ten cultures, plus the host nation, are "united through one sport with the common goal of forgetting the daily challenges in their own lives and taking their team to glory."

The rugby matches, between teams such as the Rwanda Mountain Gorillas and the India Jungle Crows, are being broadcast by Web 2.0 startup SchoolSportsAction.TV. The company is donating use of its mobile, hi-def streaming media webcast services to the event.

"We are delighted to be able to support the work of touraid and make this exciting sports action available free of charge to viewers around the world using our live streaming media technology," said Mike Cobb, CEO and Managing director of SchoolSportsAction.TV.

For this event, and future web casts and video hosting, SchoolSportsAction.TV selected NetroMedia of Vancouver, Canada, a leading global provider of interactive Internet streaming media.

Broadcast of the final round of matches will begin at 11:30AM (London time) on Saturday, September 29, 2007.

Latest news on the schedule can be found at schoolsportsaction.tv

SchoolSportsAction.TV wishes good luck to all the teams involved: India Jungle Crows, Kenya Maasai Cheetahs, Kazakhstan Snow Leopards, Cambodia Kambujabutra, Zambia Kitwe Minors, South Africa Langa Lions, Moldova Blumarine, Rwanda Mountain Gorillas, Swaziland Ingwe, Romania RC Ariesul Spartans. And the UK host teams: Orleans Park, Whitgift, Purbrook Park, Cams Hill, Esher High School, Watford Grammar, Eltham College, Reigate Grammar, Glyn Tech School, Chislehurst & Sidcup Grammar.

See <http://www.touraid.co.uk> for more about touraid and how to sponsor events.

See <http://netro.ca> for more about NetroMedia.



This release prepared by SchoolSportsAction.TV

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