

PRESS RELEASE

‘#5MinuteAur’ is the new mantra for Indian youngsters

Pune, 2nd January 2019: The inaugural Khelo India School Games (KISG) in 2018 carried message “Kheloge Kudoge Banoge Lajawaab” encouraging more kids to play every day, and it was an effort towards changing an age-old belief.

Keeping in with it, the Khelo India Youth Games (KIYG) 2019, which will be telecast on Star Sports, **#5MinuteAur**, a major campaign run by Star Sports and the Ministry of Youth Affairs and Sports, seeks encourage kids to play for those extra five minutes.

The five minutes is symbolic, with an assumption that if each child plays a little bit longer, we will add a billion minutes of play every day that has the potential to translate into 50 medals for the country.

A video campaign is promoting the **#5MinuteAur** message as an agreement between a mother and a child, as part of a manifesto, “Hum Aaj Aur Khelenge Toh Kal Aur Jeetenge” is true not just for the sport we play, but for life itself.

The campaign was set in motion by India’s best stars, made up of both legends and young champions. They include Manu Bhaker, Jeremy Lalrinnunga, Saurabh Chaudhary, Lakshya Sen, Esha Singh, Tababi Devi, Srihari Natraj and champions Mary Kom, Sushil Kumar amongst others bringing childhood playground memories to life

Following up on the success of the inaugural Khelo India School Games (KISG), the Khelo India Youth Games (KIYG) will see around 10 000 participants, including over 6,000 athletes, 1,800 technical officials, 750 volunteers and 1,000 other personnel. They will come from 29 states and 7 Union Territories.

Conceptualised to revive the sports culture in India at grass-root level by building a strong framework for all sports played in our country, the Khelo India Youth Games will be held across 18 sporting disciplines in the Under 17 and Under 21 age categories.