

GROUP PRESS RELEASE
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FOR IMMEDIATE RELEASE

2017 World Cup of Pool

12BET Announced as World Cup of Pool Title Sponsor

12BET are the title sponsors of the 2017 World Cup of Pool which takes place from Tuesday, June 13 to Sunday, June 18 at the York Hall, London. Featuring 32 two-man teams from around the globe, the 12BET World Cup of Pool is into its 11th year as reigning champions Chinese Taipei attempt to become the first team ever to successfully defend the title.

12BET.壹貳博.com
**WORLD CUP
OF POOL XI**

The 12BET World Cup of Pool is one of the sport's biggest events and with Matchroom's live TV coverage it is now reaching over 100 countries

Barry Hearn, Chairman of Matchroom Sport said, "We're thrilled to have 12BET on board for one of pool's majors. We have enjoyed a successful relationship with 12BET through World Snooker and are pleased to be able to build on that partnership with the 12BET World Cup of Pool. With the line-up of players and nations announced, this year's World Cup is set up to be the best yet."

12BET have a strong interest in cue sports and are also sponsoring major events such as the UK Championships and World Open in snooker.

The World Cup of Pool will carry a \$250,000 prize fund including \$60,000 for the champions. The event will be produced by Matchroom Sport Television and televised live on Sky Sports as well as other stations around the world.

2017 World Cup of Pool also has Iwan Simonis as the exclusive cloth supplier with its Simonis 860 which is a tournament grade worsted cloth and official Balls are, of course, Aramith by Saluc.

Bernard Bollette, the Group Commercial Director for Simonis cloth and Aramith balls, feels that the World Cup of Pool deserves the very best playing conditions. "We are proud to supply the 12BET World Cup of Pool by Matchroom. The very best players deserve the very best conditions. We have a very long history of working with Matchroom and have supported other premium events such as the Mosconi cup for a number of years".

12BET World Cup of Pool Tickets are on sale now at www.matchroompool.com

Ends.....

30th May 2017

For further information please contact: Stuart Gardiner - Stuart.Gardiner@wsptextiles.com



Sold in over 50 countries, Simonis™ cloth is truly the universal choice for cue sports. Having earned its reputation with professional players and amateurs alike, Simonis remains the choice for more tournaments worldwide than any other cloth.

Made by Saluc in Belgium, Aramith™ Billiard balls have enjoyed a legendary reputation for outstanding endurance and uncompromised quality. Used by almost 80% of players worldwide, they are recognised as the reference of the industry.

Strachan™ is made in the West of England and is the world's leading brand of snooker and English pool cloth. The official cloth of World Snooker and used at professional tournaments worldwide. It is the choice of champions.