



## **MEDIA RELEASE**

### **ROWSLEY PARTNERS UK'S NATIONAL FOOTBALL MUSEUM TO BOOST ITS FOOTBALL-THEMED CAFES AND HOTEL**

**Singapore, 26<sup>th</sup> September 2016** – Rowsley Ltd. today announced it will partner the UK's National Football Museum in a move that will boost its strategy to operate more football-themed cafes and hotels.

Rowsley, through its subsidiaries, operates Hotel Football and Cafe Football and has signed an agreement to operate a new Café Football at the Manchester-based museum later this year. Its team will exclusive handle all catering at the museum which in the past has hosted illustrious events such as the Annual Football Hall of Fame.

In a related agreement with GG Collections, another Rowsley subsidiary, the National Football Museum will also loan its collection of over 140,000 football memorabilia including boots, balls, programmes, paintings, postcards and ceramics, to Hotel Football and Café Football in the UK and around the world. In addition, Hotel Football and Café Football will have access to the various interactive games and experiences developed by the National Football Museum. Hotel Football, Café Football and GG Collections are co-owned by Rowsley with Manchester United football legends Gary Neville and Ryan Giggs.

The new Café Football in Manchester further extends the footprint of the brand following the opening of Café Football in Old Trafford's Hotel Football in 2015. The first Café Football was opened in London in 2013.



Rowsley Executive Director Ho Kiam Kheong said: “We are delighted to partner the National Football Museum which is home to the greatest football collection in the world. More than half a million people visit the museum annually which will be a fantastic exposure to our Café Football brand.”

“As we take a major step forward in expanding Hotel Football and Café Football internationally, the access to the museum’s extensive football memorabilia and interactive games will undoubtedly enhance the experience of our café patrons and hotel guests.”

National Football Museum General Manager Kevin Haygarth said: “We are delighted to have secured Hotel Football and GG Collections as our new partners. Their brands are a great fit for the museum and we look forward to Café Football opening here. We are also very excited that many people around the world will get to see and experience our extensive football memorabilia collection through this relationship.”

The National Football Museum, located inside one of the most impressive of Manchester's modern buildings (the former Urbis museum), is the permanent home to the FIFA collection, the Football League collection, and the Football Association collection, among others. The museum attracts visitors globally and is one of the top tourist attractions in Manchester. Visitors can see the 1966 World Cup ball, the Sleeping Beckham work of art by Sam Taylor Wood, Maradona's 1986 'Hand of God' match shirt and postcards from 1906 of women football players.

Originally opened in Preston in 2001, it moved to Manchester in 2012. The museum’s president is legendary England and Manchester United midfielder Sir Bobby Charlton. Vice presidents include Sir Alex Ferguson, Sir Trevor Brooking and Sir Geoff Hurst.



This association with the museum further strengthens Rowsley's foothold in Manchester, which is at the heart of the UK government's Northern Powerhouse initiative to boost economic growth in north England. Rowsley acquired 75% stakes in GG Collections, Hotel Football and Café Football in November 2015. The company has also entered into joint venture agreements to invest in St. Michael's, a mixed used development in Manchester's city centre, and to redevelop Manchester's historic Northern Stock Exchange building into a boutique hotel.

- The End -

### **About Rowsley**

Rowsley Ltd. is a real estate company with businesses in real estate consultancy, real estate development and hospitality. Our major assets include RSP Architects Planners & Engineers, one of the most established architectural practices in the region and Vantage Bay Healthcare City in Iskandar Malaysia. Rowsley also owns Hotel Football, Café Football and GG Collections which provides hospitality management services. Joint venture agreements have been signed for St. Michael's, a landmark mixed-use development and Stock Exchange Hotel in Manchester. Rowsley Ltd. has been listed on the Singapore Exchange since 2002.

### **For media queries, please contact:**

#### **Catherine Ong Associates**

Catherine Ong

Tel: (65) 6327 6088

Email: [cath@catherineong.com](mailto:cath@catherineong.com)

Farhan Zohri

Tel: (65) 6327 6089

Email: [farhan@catherineong.com](mailto:farhan@catherineong.com)