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## How success has helped the Sheik of silat

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Article also available on Microfilm Reel NL19840

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# How success has helped the Sheik of silat

SILAT

**SUCCESS breeds success — that was what silat champion Sheik Alauddin found out after he won the men's Open category at the World Championships in Thailand last December.**

Since then, five companies have decided to sponsor him.

The latest to help the 27-year-old was Bronx Master Fitness Point, which charges an entrance fee of \$900 for a regular membership.

Bronx allows him free use of its gymnasium and a training programme drawn up by its instructors for Sheik's preparations for the South-east Asia Games in Chiangmai in December.

In January, Liang Seng Sports Equipment gave him a year's equipment sponsorship of \$5,000 just after he won the men's Open world title in the southern Thai resort of Haadyai in December.

Sheik had to take a bus to the world meet because of the lack of funds for the sport.

Two months later, three other firms offered him sponsorships worth a total of \$7,400, inclusive of a once-off \$2,000 cash given by U.B. Fitness.

The other two, Nike Singapore and Good Health Fitness, gave product sponsorships.

Said Sheik, a father of two who earns about \$2,000 as a fitness co-ordinator with Club HDB: "Silat is not as popular as soccer, so to have attracted the sponsorships is a significant boost for me.

"Hopefully, other minor sports will be motivated to work harder for the results that will bring in the sponsors."