

**EMBAROGED UNTIL 24<sup>TH</sup> AUGUST – 09:00 BST**

## **World Netball Names Singapore Captain Charmaine Soh Athlete Ambassador As It aims to Grow, Play, and Inspire**

Following the International Netball Federation’s (INF) official rebrand to World Netball, the international governing body has announced the appointment of Charmaine Soh as an official ambassador.

Singapore captain and most-capped player, Soh is one of the sport’s most recognisable athletes and will take on the role of Athlete Ambassador for Asia, at an exciting time of netball growth in the region.

Combining her netball captaincy with a career at Allianz after a recently completed stint at Deloitte, Soh has recently launched her Stellar Netball Academy. Soh is passionate about creating pathways into the sport for young women and girls, ideally positioned to step up as World Netball’s Athlete Ambassador for Asia.

Commenting on the announcement, World Netball President Liz Nicholl said:

“We recently confirmed Australia as hosts of the 2027 Netball World Cup and with this came a commitment to implementing a significant legacy programme to develop the game in the Asia-Pacific region. At the top of the sport for over a decade, Charmaine is the ideal role model for young girls in the region to aspire to and I am looking forward to working with her to grow the game further in the region through her role as World Netball Athlete Ambassador for Asia.”

Commenting on her role, Soh said:

“I am extremely honoured to have been invited to become the World Netball Athlete Ambassador for the Asia region. Netball has given me so many opportunities and I am looking forward to working with World Netball to grow the game across the region.

“Netball not only trained me to be more disciplined and selfless, but it also moulded me into the person I am today. I’m always looking for ways to inspire and empower younger generations when it comes to sports, especially netball. Hence, why I’m really excited to be taking on this role.”

World Netball has begun to reveal a team of ambassadors representing the organisation’s newly launched Values of Excellence, Teamwork, Heart, Integrity, Courage, Athlete and Leadership. Together, the Values reflect World Netball’s commitment to operating within an ETHICAL framework. To view the ambassadors already announced, click [here](#).

Soh was one of the first famous faces to appear in World Netball’s ‘Your Netball World’ [virtual mosaic](#), which brought together netball faces and stories from all over the globe to celebrate the international netball family.

**ENDS**

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**Image:**



**Notes to Editors:**

World Netball is the sole, internationally recognised, governing body for netball affiliated to GAISF, the International World Games Association and the Association of Recognised International Sports Federations (ARISF), receiving funding from the International Olympic Committee.

World Netball creates a better world through netball, inspiring netballers to embrace opportunities and achieve their potential. Netball is played in more than 100 countries around the world with 76 National Netball Associations affiliated to World Netball. The associations are grouped into five Regions – Africa Netball, Americas Netball, Asia Netball, Europe Netball and Oceania Netball – each with a respective Regional Federation. Regional Federations are

an integral part of the global governance structure and assist in the implementation of World Netball policies and the development of the sport in their respective regions.

For more information visit [www.worldnetball.sport](http://www.worldnetball.sport)