

Stone 'N' String Felicitates  
Sri Lankan Athletes

**STONE 'N' STRING**

# SPORT

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## Daily News

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### Stone N String felicitates Sri Lankan shuttlers



Stone N String, the exclusive licensee holder for the 10th South Asian Games unveiled their 'Commemorative Medallion' at a ceremony held to pay tribute to Sri Lanka's athletes who brought glory to the motherland and to celebrate the successful conclusion of the Games, which brought the region together in a spirit of unity, harmony and sportsmanship at the Cinnamon Grand recently.

Designed and manufactured by the company, the Medallion is made out of sterling silver, which symbolises 'Protection, Purity and Pride'. On one side, the Medallion has the South Asian Games logo with the outline of the eight countries - Sri Lanka, India, Pakistan, Bangladesh, Maldives, Afghanistan, Nepal and Bhutan which is symbolic of togetherness. On the other side of the Medallion are the Coat of Arms and the national flag - symbolic of protection and national pride. Each Medallion has the flag of each of the eight South Asian countries with the slogans such as 'Proud Sri Lankan' and 'Proud Indian' embossed on it. The 'Commemorative Medallion' can also be converted into a pendant. Stone N String was the exclusive souvenir licensee for 2006 South Asian Games. Their proven track record, network and global distribution channels were some of the reasons the National Olympic Committee (NOC) awarded the company the licence.

# Daily Mirror SPORTS

Saturday September 9, 2006

## Stone N' String felicitates athletes



The Sri Lankan badminton team being felicitated by Stone N' String with the Commemorative Medallion. Also in the picture are Mohideen Sahook, Founder, Stone N' String and, Naita Arayappa, Chairwoman, Sponsorship and Marketing Committee, NTC.

Stone N String, the exclusive licensee holder for the 10th South Asian Games, unveiled their 'Commemorative Medallion' at a ceremony held to pay tribute to Sri Lanka's athletes who brought glory to their motherland at the Cinnamon Grand on Tuesday.

Designed and manufactured by the company, the Medallion is made out of sterling silver, which symbolises 'Protection, Purity and Pride'.

On one side, the Medallion has the South Asian Games logo with the outline of the eight countries - Sri Lanka, India, Pakistan, Bangladesh, Maldives, Afghanistan, Nepal and Bhutan which is symbolic of togetherness. On the other side of the Medallion are the Coat of Arms and the national flag - symbolic of protection and national pride. Each Medallion has the flag of each of the eight South Asian countries with the slogans such as 'Proud Sri Lankan' and 'Proud Indian' embossed on it.

A special feature includes the ability to transform your souvenir along with the embossed slogan and the flag of your country. This makes the Medallion a memento that each and every South Asian man, woman and youngster, school and friends will be proud to gift," a spokesman said. The 'Commemorative Medallion' can also be converted into a pendant.

In keeping with its philosophy of 'responsible' quality, Stone N' String has incorporated design, which are accessible to all. The products are available at all Stone N' String outlets and online at [www.stonenstring.com](http://www.stonenstring.com).

The company also hopes to assist the Medallion available to schoolchildren in their respective countries, as an incentive to excel through the National Olympic Committee (NOC) awarded the company the licence.

The company's main objective is to elevate the SA games and take it to another level. They are taking this as an opportunity to highlight what Sri Lanka has to offer.

Founded in the 1990s by Abu Mohideen Sahook as a hobby, Stone N' String has grown to over 40 outlets worldwide and is the Sri Lanka's largest jewellery manufacturer.

# The Island Sports

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## NOC chief calls for higher standards

by **Chamika Fernando**

National Olympic Committee (NOC) chief Hemanth Fernando yesterday said that the host, co-chair, INS, South Asian Games (SAG) in Colombo highlighted the importance of formulating a national sports policy in order to reap better results of international level in the future.

He said that at a reception he held last evening at the Cinnamon Grand to felicitate the medal winners of the 10th SAG by the Stone N' String, the exclusive souvenir provider.

Stone N' String, the exclusive souvenir provider of the 10th SAG yesterday paid tribute to Sri Lanka's medal winners by presenting a sterling silver medallion to those who won medals at the games.

"The games clearly highlighted the flaws in our system as we failed to match our gold medal haul of the 1995 games in Colombo. So, I think it is the right time to support the authority, such as the NOC to get sports back on track again," Fernando said.

However, he thanked the competitors, coaches and officials for their efforts.

"It wasn't easy task for Govt. Athletes had to handle with minimum facilities," he said.

He also emphasized the need to obtain private sector backing for sports development.

Meanwhile, Mohideen Sahook, CEO, Stone N' String said that they hope to make the medallion available to school children in the eight South Asian countries. It will be made available through the NOCs and could be purchased on an individual basis.

Each medallion had the flag of each of the South Asian countries with slogans such as 'Proud Sri Lankan', 'Proud Indian' etc.

A large number of medal winners, except for several members of the athletes' contingent, including team captain, Nishanth Jayasinghe, skipped the ceremony that is a tradition since 1995.



NOC chief Hemanth Fernando presents a commemorative medallion to Sri Lanka's U-23 National captain Sandaru Fernando. Also in the picture are, Mohideen Sahook, CEO, Stone N' String and members of Sri Lanka's SAG contingent. (Pic by Karol Weerasinghe)

# watchout

Sunday Island September 17, 2006

## Commemorative medallion for SAG 2006

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The Sri Lankan professional team (front row) receiving the medallion from Stone N String. Also in the picture are, Mohideen Sahook, Founder, Stone N' String, and Naita Arayappa, Chairwoman, Sponsorship and Marketing Committee, NTC.

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