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Via E-Mail

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PRESS RELEASE

New CEB - Longoni exclusive partnership for Youth !

CEB is delighted to announce a 3-year partnership with Longoni, the premier Italian cue company.

Longoni will sponsor the creation of a new Tour for our CEB future champions, beginning from the next season with 2 Grand Prix U21 3-Cushion and 2 Grand Prix U21 5-Pins.



Moreover, and considering the success of the Euro Youth 2022 in Desio, Longoni will support the organization of Euro Youth for the next season, again in Italy, in cooperation with FIBiS. CEB warmly thanks the Italian Federation for this help.

Based on these competitions, CEB will create a U21 3-Cushion Ranking and a U21 5-Pins Ranking, with yearly rewards for the best placed.

Diane Wild, CEB President: "Youth is clearly a priority for CEB. Carom was born in Europe a long time ago and the future depends on our ability to attract and help young players to improve. Thank you very much to Longoni for helping us reach this goal."

Pierluigi Longoni, Director General of Longoni: "For many years in Europe we've heard projects and ideas about Youth in Carom and 5-Pins but most of the time they remained just projects because they were not supported by sponsors. Together with the new management of CEB, especially with the President Diane Wild, the 5-Pins Coordinator Luca Marzio Garavaglia and the Sports Director Stefano Malacrita, we will finally be able to make them

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happen. For the next 3 years, the Longoni brand will actively support CEB in creating the most prestigious European Circuit for Carom and 5 Pins for the young generation who is our future. This is part of a larger project we call "Longoni Next Gen" that will bring our focus on young players of different disciplines in the European continent."

All details about this new sport system for Youth will be published very soon.

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