

# Kisona gets RM100,000 sponsorship boost

**I**N her quest to achieve Olympic glory, women's singles shuttler S. Kisona yesterday received a shot in the arm when she secured an RM100,000 sponsorship deal from Negeri Sembilan-based developer, Matrix Concepts Holdings Berhad (Matrix).

Kisona, the 2019 Sea Games gold medallist, left the BA of Malaysia (BAM) in December to pursue a professional career.

During her time with the national body, the 24-year-old was plagued by knee injuries, resulting in her falling down the pecking order.

However, with the new sponsorship deal, Kisona believes she

"Firstly, I want to thank my father (A. Selvaduray) because he was the one who approached Matrix. We had been looking for sponsors since I left BAM four months ago.

"I am happy that I can continue to chase my dream, and I want to thank Datuk Seri Lee Tian Hock (Matrix founder and chief executive officer) for believing in me.

"This is a good start for me. Of course, it is a reset from zero. I have fully recovered and have the confidence to perform on court," said Kisona, who will play in next week's Super 300 Swiss Open.

The Seremban-born will play in the qualifying round first before making the tournament proper.

Also present at Academy Badminton Malaysia (ABM) in Bukit Kiara were BAM president Tan Sri Norza Zakaria, deputy president Datuk B. Subramaniam, vice-president Datuk Ng Chin Chai and secretary-general Datuk Kenny Goh.

Norza said BAM are committed to assisting athletes who represent the country, including those who train outside the national setup.



has what it takes to qualify for the 2024 Paris Olympics.

Now training under former internationals Zakry Latif and Arif Latif at the Sendayan Badminton Club, the world No 48 hopes to break into the world top 20 by early next year.

Meanwhile, Tian Hock said he received the letter from Kisona on Friday and quickly made arrangements to sponsor her.

"I've known of Kisona even before she left the national body, and I am always there to support athletes who want to make the country proud, even more when they are from Negeri Sembilan.

"Apart from this sponsorship deal, which will see to her tournament expenditure, I have also extended a complimentary membership for her to train at the club in Sendayan, which is owned by Matrix.

"I also want to thank Norza for his goodwill in extending assistance for Kisona through the National Sports Institute (NSI)," added Tian Hock. **Fabian Peter**