



The search for Converse Ambassadors is on – who's got what it takes?

*In The Looking of Converse Ambassadors: The Right To Be Useful*

**Kuala Lumpur, 10<sup>th</sup> November** – For decades now, Converse has long been an icon for youth empowerment. We salute their fearlessness, their hopes and dreams. We celebrate their victories, and also their mistakes. Above all, we believe in youth and all the potential they have within. With some support, we're sure that they can achieve anything they set their heart on.

This is why we are recruiting 25 young 'uns to be Converse Ambassadors. This search aims to seek out individuals who embody the spirit of Converse. These lucky 25 will be the face of our upcoming event, **Converse Jamboree 2011**, an outdoor creative camp that celebrates the arts.

The selected Converse Ambassadors will work closely with Converse to bring the **Converse Jamboree 2011** to life. They will be the first point of contact for all campers at the event, and will be highly involved in the activities of the day. It will be a great opportunity for the chosen 25 to develop their organization skills, network, create opportunities for their talents and exercise their right to be useful! Plus, great rewards await the Converse Ambassadors!

The **Converse Jamboree 2011** will take place on **17<sup>th</sup> – 18<sup>th</sup> December** at **Bukit Nanas Reserved Forest, Kuala Lumpur**. The creative camp will be an overnight affair and will feature a series of live music performances, exhibitions, film screenings and various creative and artistic workshops. Converse has engaged some of the local scene's most talented to facilitate these activities. Participants will get a chance to get up-close with them and gain knowledge from these industry experts.

Performing live during the camp will be modern rockers They Will Kill Us All, post-rockers Deepset, down-tempo maestros Tenderfist, punk rockers Nao and electronica musos Like Silver. They will be joined by Azmyl Yunor, Liyana Fizi, S.C.A.M, Flica and Rainf. No doubt, one can expect a diversity of sounds at the Converse Jamboree 2011.

Representing the arts are some well-established names too. Fairuz Sulaiman and Sarah Ameera will flex their visual arts muscle, while Stephen Lau and Abraham Donald (aka Yak Yak) will show the participants what installation art is all about. There are some great names attached when it comes to films as well. Participants will be able to attend screenings curated by Da Huang Pictures, Fahmi Reza, and the award-winning Liew Seng Tat.

That's just a taste of what to expect at the event. For the full experience, we invite those creative people to join us at the Converse Jamboree 2011. Though the event is open to public, it is limited to 200 participants. To register for the event or to sign up to be a Converse Ambassador, head on to Converse Malaysia Facebook at [www.facebook.com/conversemy](http://www.facebook.com/conversemy) before 4th December, 2011.

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**About Converse:**

Converse Inc., based in N. Andover, Massachusetts, is a wholly owned subsidiary of NIKE, Inc. Established in 1908, the Converse brand has built a reputation as “America’s Original Sports Company”™ and has been associated with a rich heritage of legendary shoes such as the Chuck Taylor All Star shoe, the Jack Purcell shoe and the One Star shoe. Today, Converse offers a diverse portfolio including premium lifestyle men's and women's footwear and apparel. Converse product is sold globally by retailers in over 160 countries and through 43 company-owned retail locations in the U.S. For more information, visit Converse on the web at [www.converse.com](http://www.converse.com).

**About Alantic Sports Pte Ltd:**

Established in 1993, Alantic Sports Pte Ltd, having her headquarter based in Singapore, has been the licensee and distributor for Converse in both Singapore and Malaysia for more than 17 years. Alantic Sports had over the years aspired to be the leading distributor in fashion and sports inspired products which include the iconic American sneakers Chuck Taylor, as well as a wide range of lifestyle apparel and accessories. Today, the company operates 13 stand alone Converse retail stores in Singapore and 23 similar stores in both East and West Malaysia. In addition, the company has more than 150 independent wholesale and retail accounts across both countries. With a full warehouse and logistic facility in Singapore and Johor Bahru as well as a sales and marketing office located in Kuala Lumpur, the company today employed more than 150 personnel, managing a successful retail and wholesale business that exceeds US\$20 million in turnover in 2009. Visit Converse SG and MY website at [www.converse.com.sg](http://www.converse.com.sg) , [www.conversemalaysia.com](http://www.conversemalaysia.com). Like us at [www.facebook.com/converse.singapore.malaysia](http://www.facebook.com/converse.singapore.malaysia)