

Mitsubishi Electric Ireland sponsors Peamount United Football Club's U16 Girls Team in the Gothia Cup

Peamount United is a local community driven, amateur football club based in Newcastle, Co. Dublin that is run solely by volunteers. The Peamount United Football Club's U16 girls team had an amazing season throughout early 2024 in the Dublin & District Schoolboys'/girls League (DDSL). Their hard work earned them spots in the Leinster Football Association(LFA) Cup Final and DDSL Youth Cup Final!



Mitsubishi Electric Ireland are proud to support Peamount United Football Club's U16 girls team, pictured here after their final game of the Gothia Cup, Sweden

Due to their fantastic performance, the team had the opportunity to travel to Sweden and compete in the Gothia Cup 2024 (The World Youth Cup) in July. The Gothia Cup is the world's largest and most international youth football tournament. Each year, this renowned event attracts hundreds of teams from different nations across the world to take part and play a total of 4500 games on 110 pitches.

We proudly sponsored the team's match and training kits, significantly reducing their travel costs to Sweden. Our support not only helped them on their journey but also underscored the importance of promoting girls' participation in sports. In 2024, the Gothia Cup hosted 1,911 teams from 72 nations, with a total of 4,820 matches and an astonishing 21,296 goals scored. However, only 30% of the participants were girls, making our sponsorship all the more vital in encouraging greater female representation in youth football. It helps to visibly support and empower young female athletes, showing them that their participation is valued and essential. It's a vital step toward creating a more inclusive and balanced playing field in sports.