



Kepier Academy from Houghton-le-Spring, Sunderland aiming for national glory in the ESFA PlayStation®Schools' Cup Finals

Kepier Academy from Houghton-le-Spring will take to the hallowed turf of Reading FC's Madejski Stadium as they bid to win the countrywide U14's English Schools' FA (ESFA) PlayStation® Elite Schools' Cup.

Kepier will be part of the three-day PlayStation Schools' Cup Festival, which runs from Monday 21st to Wednesday 23rd May. They will face Whitgift School from Croydon, on Tuesday 22nd May with the opportunity to be crowned the U14's PlayStation Schools' Cup champions.

The finals festival sees all players given the full match-day experience. They will warm up in Reading FC's £1million indoor training facility before changing in the main stadium dressing room and making their way onto the Madejski Stadium pitch in front of a lively and enthusiastic crowd.

With free entry for all attendees, the Festival has become a popular day out for supporters and school friends. Over 6,000 spectators attended last year's finals. A feast of football, celebrity appearances and a series of spectator competitions and activities contribute to the electric atmosphere. The volume will be cranked up even louder this year with a decibel meter measuring the noisiest supporters each day.

Last year's Festival was backed by Peter Crouch, Leighton Baines and England women's captain Steph Houghton. This year's finals are set to attract a host of star names keen to support this highly acclaimed grassroots initiative – the biggest in England.

PlayStation UK Marketing Director Mark Bowles commented: *"We're delighted to return to Reading Football Club for the 2018 PlayStation Schools' Cup Festival. It is great to give so many pupils the chance to represent their school in a national tournament. For the competing players and their travelling supporters, the trip to the Madejski Stadium will be their equivalent to a Wembley final."*

ESFA Chairman, Owen Aiston, added: *"The ESFA PlayStation Schools' Cup Festival is a fantastic opportunity to showcase some of the very best Schools' Football talent in England. Teams who have made it to the National Finals have already shown themselves to be amongst the best squads in the country, which is an outstanding achievement for all involved. We are thrilled to be welcoming schools and their supporters back to Reading FC's Madejski Stadium for, what is sure to be, another fantastic event."*

You can follow all the Festival action on www.playstationschoolscup.com or across the social media channels:

- www.facebook.com/playstationschoolscup
- Psschoolscup or schoolsfootball for Snapchat and Instagram
- www.twitter.com/PSSchoolsCup or www.twitter.com/schoolsfootball

ENDS

Additional notes:

About Sony Interactive Entertainment

Recognised as a global leader in interactive and digital entertainment, Sony Interactive Entertainment (SIE) is responsible for the PlayStation® brand and family of products and services. PlayStation has delivered innovation to the market since the launch of the original PlayStation in Japan in 1994. The PlayStation family of products and services include PlayStation®4, PlayStation®VR, PlayStation®Vita, PlayStation®3, PlayStation™Store, PlayStation®Plus, PlayStation™Video, PlayStation™Music, PlayStation™Now, PlayStation™Vue and acclaimed PlayStation software titles from SIE Worldwide Studios. Headquartered in San Mateo, California, SIE is a wholly-owned subsidiary of Sony Corporation and has global functions in California, London and Tokyo.

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English Schools' Football Association (ESFA)

Since 1904, the English Schools' FA has been the National Governing Body for Schools' Football in England, running all national football competitions for schools and districts across the country. The ESFA have been proud to trial and select an International U18 England Schoolboys' team since 1965 and have enjoyed many highlights with them over the years. Aside from all this, the ESFA successfully run over 40 National Competitions and are continually working to improve the provision of Schools' Football in England.

For more information about the ESFA you can visit our [website](#) or follow us on Twitter - @SchoolsFootball