



## **SIDE-by-SIDE Celebrates World Fencing Day with Virtual Fencing Festival**

### ***Another Success Follows the First Online International Fencing Tournament***

**ATLANTA, Georgia, USA, Sept. 12, 2020**— In celebration and support of the International Fencing Federation’s “World Fencing Day,” Side-by-Side created the first-ever 2020 Virtual Fencing Festival. The event allowed athletes to compete online with recorded fencing videos, having over 400k engagements, as well as more than 50K comments to select winners of the athlete-produced videos. Driven by the global challenges of the COVID-19 pandemic and its impact on the sports world and specifically international and Olympic fencing, the Side-by-Side international fencing competition took place on September 12 and the winners included Alanoud Hazem (EGY), Ahmed Hindawi (EGY), and Anthony Iglesias (USA).

“From the darkest hours comes the brightest light,” said Side-by-Side founder and president Alia ElGhamrawy. “The stressful conditions of COVID-19 inspired Side-by-Side, the first specialized sports organization providing Olympic standards and integrated solutions aiming to build a new generation of champions. We are working on offering full services in the sports management field including event planning, online training, fencing academies, athlete management, and marketing with unique and innovative concepts reflecting the essence of the dynamic sports industry.”

In addition to fencing workouts, mental, armory, LED saber and anti-doping sessions, Side-by-Side conducts a weekly fencing rules open session in which Saleh Ferjani, a “20 years FIE Rules committee member,” leads a deeply detailed discussion of FIE international fencing rules in order to improve the awareness and understanding of fencing rules.

Having reached overall nearly 10,000 participants via online sessions and engaging more than 16.5 million viewers on social media, Side-by-Side has quickly established itself as a leader in the virtual sports industry with a diverse and broad offering of services and programs by more than 50 guest hosts. The 2020 Virtual Fencing Festival came after the success of the “First Online International Fencing Tournament” held in June 2020 that registered more than 500 participants in 13 events from 40 countries. The event allowed athletes to compete online with standardized regulations and rules in all three weapons, overseen by 60 internationally recognized fencing officials and referees.



“SBS is committed to offering the global fencing family with support, services, and events to help bring our sport to the world,” said ElGhamrawy. “We want to support and push athletes beyond the boundaries of success in all sports. We believe that ‘Sport is Life.’”