

Press release: The British army women's football team visits Kuwait

The British army women's football team visited Kuwait on 16-19 October as part of a regional tour

The British army women's football team visited Kuwait on 16-19 October as part of a regional tour which also includes UAE, Bahrain and Qatar. They played a match with the Kuwaiti national women's football team. They also conducted a series of community outreach events, including football and fitness coaching sessions at schools to raise awareness of the benefits of sport and promote positive opportunities for women in sports related activities.

The British Ambassador held a Great branded reception in his house for the British and Kuwaiti teams as well as senior officials from Kuwait Football Association. The visit helped in strengthening sports and cultural ties between the youth in both countries. It also reflected UK's commitment to see more women in sport. The visit also helped to kick start Kuwaiti women's football . The media coverage of the visit both on social media and mainstream media was substantive with many positive comments .