

***BADMINTON ENGLAND TO HOST NEW ALL ENGLAND JUNIOR INTERNATIONAL AT SPORT & FITNESS***

Badminton England has announced the launch of the All England Junior International – the event title that will be sought after across the world, holding the same esteem as the YONEX All England Open Badminton Championships.

Bringing another international tournament to the city of Birmingham, the Badminton World Federation (BWF) sanctioned event will offer younger players the opportunity to play in front of a home crowd whilst striving for world ranking points.

Adrian Christy, Chief Executive, Badminton England, said “I am absolutely thrilled that we are able to announce the All England Junior International today – it’s an aspiration we have been working towards for some time and I would like to take this opportunity to thank the University of Birmingham and our own Competition Team for their tremendous enthusiasm and commitment to make this happen.

“We are constantly wanting to challenge the development of our young players and to be able to do so against some of the best junior players in the world, on home soil, is a really positive step and something that I am sure they will relish.”

The University of Birmingham will play host to the All England Junior Badminton Championships from 16-19 July 2020, as part of an exciting partnership to bring the first junior elite international tournament to England. The university has an established [badminton programme](#) in place and this further strengthens their support and commitment to young badminton players.

Zena Wooldridge OBE, Director of Sport at University of Birmingham, said, “This is a really exciting development, to be partnering Badminton England in the establishment of a Junior All England Championship, and hopefully grow it to similar global status as the All England. Our campus and its facilities, including on-site accommodation, provides an ideal performance environment to host the next generation of global badminton stars. It is also an opportunity to combine the considerable events expertise of both organisations. The launch of this event is well timed for many reasons, not least in the run-in to Birmingham 2022.”

Junior Internationals are the pinnacle for young stars of the future, and Badminton’s potential Commonwealth and Olympic athletes, will be able to showcase their talent, with the very best domestic players in England and other representative countries in their age group competing.