



Media Industry takes part in Media Factory Cricket Challenge Trophy for the 3rd consecutive year

Media Factory, Sri Lanka's leading Media & Communication agency held its annual Media Factory Cricket Challenge Trophy for the 3rd consecutive year on 08th September 2012 at Malay Grounds, Colombo 02. With all Sri Lankan media institutions – from TV & Radio channels to all Print publication houses participating, this is the only event organized for the whole industry by a communication organization. The camaraderie, the fun & frolicking they have experienced during the match is a testament to the sheer interest & anticipation of such an event which was a void in the local media industry until Media Factory introduced the challenge trophy two years ago.

This year also at this much anticipated event, 36 teams were fielded by the Sri Lankan media industry where 58 different media institutions witnessed SLBC as the Champions. Media Factory Cricket Challenge Trophy could be said as one of the most sought after events in the Sri Lankan media calendar & inter media rivalry takes on a different type of competitiveness & challenge all filled with fun & excitement.

