Ball News Releases

TOP BINS - Arsenal Trio Star In Aluminium Drinks Can Trick-shot Challenge

ARSENAL defenders Rob Holding, Nuno Tavares, and Takehiro Tomiyasu star in a new social media video launched today featuring drinks can-based trick shots, to promote aluminium recycling.

Defensive trio Holding, Tomiyasu and Tavares battle it out in a three-part trick shot challenge held at the club's London Colney training ground and now released on the club's Facebook, Instagram and Twitter accounts.

The series celebrates Arsenal's partnership with Ball Corporation, the world's leading provider of infinitely recyclable aluminium packaging. Aluminium cans are currently the world's most widely recycled beverage packaging, with a UK recycling rate of 82 percent and a European recycling rate of 76 percent.

In the videos, top football freestyle influencer, Harriet Pavlou, asks the Arsenal stars to answer multiple choice recycling-based questions. The winning Premier League player then gets the opportunity to be the first to attempt a series of can trick-shot challenges inside the Hertfordshire Arsenal Training Centre. Harriet Pavlou, who previously played for the Arsenal Women's team, is the current World 'Pana' Champion, and her skills are enjoyed by millions of followers on her social accounts.

A preview of the full content can be downloaded below:

- 4:5 version here
- 16:9 version here

In 'The Perfect Pass', which echoes lawn bowls, the players are challenged to kick the football closest to the Ball Corporation can in the middle of the pitch without hitting it. If the player knocks the can, they lose.

The second challenge, 'The Recycling Chip' sees the players take turns trying to knock the Ball aluminium can into a recycling bin. The player with the most points at the end of the third round wins.

Finally a shooting-based challenge, 'Top Bins' tests the precision of the players over three rounds. Two recycling bins are tied into the corner of the goal and players aim for the bins in the first instance.

For the second round, the players are challenged to look away while attempting the shot and in the third round, the players chip the ball into the recycling bin which is on a moving platform.

Ball became an Official Partner of Arsenal in October 2020.

Michael Lloyd, Sustainability and Logistics Manager at Arsenal said: "We are committed to using the power and reach of Arsenal to inspire our global communities and push each other towards a more sustainable future.

"Together with our partners, we've already implemented a number of environmentally friendly practices across the club and we are delighted to work with Ball Corp to highlight the sustainable versatility of aluminium."

Marcel Arsand, Director of Sustainability and Public Affairs at Ball Beverage Packaging EMEA said: "Arsenal is one of the most iconic clubs in world football and a perfect partner to work with as part of our sustainability mission.

"We look forward to seeing Arsenal's top stars help put sustainability and recycling at the top of the international agenda."

---

https://ball.mediaroom.com/2022-06-09-TOP-BINS-Arsenal-Trio-Star-In-Aluminium-Drinks-Can-Trick-shot-Challenge