

## MEDIA RELEASE

### **ALBUKHARY INTERNATIONAL UNIVERSITY APPOINTS SONNY BILL WILLIAMS AS INAUGURAL PRO-CHANCELLOR**

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ALOR SETAR, 24 November 2024 – Albukhary International University (AIU) is proud to announce the appointment of Sonny Bill Williams, a globally renowned athlete celebrated for his extraordinary achievements in rugby league, rugby union, and boxing, as its inaugural Pro-Chancellor, effective 1 November 2024 for a period of two (2) years. The inauguration ceremony is scheduled to take place at AIU on 10 December 2024.

Sonny Bill Williams, a global sports icon and passionate advocate for social equity, has built an extraordinary career and earned a stellar reputation on the global stage. From his humble beginnings in inner-city Auckland to iconic triumphs at Twickenham, Eden Park, and Sydney's Olympic Stadium, Sonny Bill's athletic journey is nothing short of remarkable.

He holds a Bachelor Degree of Applied Management (Sport Management) with Distinction from Otago Polytechnics, New Zealand. He is renowned not only for his stellar sports career but also for his dedication to humanitarian causes, cultural integration, and youth empowerment. He carries with him positive values and a wealth of leadership, discipline and community enrichment shaped by strength, humility, and integrity.

AIU believes Sonny Bill Williams perfectly embodies the University's 5As Core Values and the 8-Hour Rule that guide the practices at AIU—fostering purpose, compassion, perseverance, and the pursuit of excellence. His remarkable journey, both on and off the field, reflects the transformative power of determination and a commitment to serving humanity, inspiring millions of his followers worldwide.

As Pro-Chancellor, he will play an integral role in fostering AIU's mission of nurturing well-rounded graduates who are globally competitive and socially responsible. His involvement will enhance the university's vision of fostering a transformative educational environment where values-driven leadership meets academic excellence. Beyond advising key initiatives such as student engagement and community outreach programmes, his presence at AIU will inspire students to strive for excellence in both their personal and professional journeys.

We are confident that his appointment will enhance AIU's contributions to socially impactful projects and propel the university to even greater heights.

For more information, please contact:

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