

Tiger Brands



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Contact: Petronella Nkosi
Phone: 011.656-0581
Email: petronella@aydf.org

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3-Square basketball court

Alexandra township

Tiger Brands and the African Youth Development Fund (AYDF) refurbish 8 basketball courts and launch a boys and girls under 14 basketball league and life skills initiative in partnership with GAME Isotonic Sports Drink.

(Johannesburg, South Africa) – The Alexandra Basketball Association (ABA) and the Mamelodi basketball community are receiving support from Tiger Brands and Isotonic Sports Drink (GAME) to launch the “Are you Game” under 14 basketball league this Saturday 30th October at 3-square sports complex in Alexandra township.

The ABA and former players in the Mamelodi community have been running primary school basketball programs in their communities for the past 5 years despite the fact that they have not received sponsorship for their initiatives.

The launch will bring together 21 u/14 teams from various primary schools and over 20 coaches from the Mamelodi and Alexandra communities for a day of basketball, life skills and fun. A coaching and players clinic will be held in the morning for over 200 u/14 male and female players.

The launch symbolizes the beginning of what AYDF and the local basketball community hopes will start the spark for a provincial and then a national u/14 township based league for male and female basketball players. For further info on the “Are you Game” programme or launch event details please contact:

African Youth Development Fund (AYDF)
Office: +27 11 656- 0581
Fax: +27 11 656-0594
petronella@aydf.org