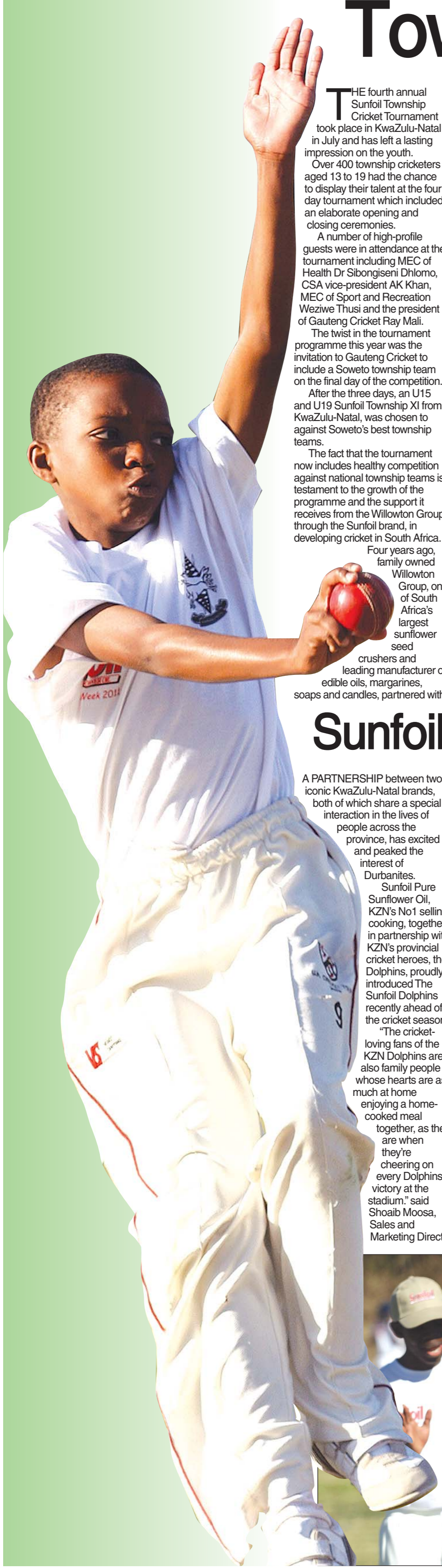


Township cricket changes lives



THE fourth annual Sunfoil Township Cricket Tournament took place in KwaZulu-Natal in July and has left a lasting impression on the youth.

Over 400 township cricketers aged 13 to 19 had the chance to display their talent at the four day tournament which included an elaborate opening and closing ceremonies.

A number of high-profile guests were in attendance at the tournament including MEC of Health Dr Sibongiseni Dhlomo, CSA vice-president AK Khan, MEC of Sport and Recreation Weziwe Thusi and the president of Gauteng Cricket Ray Mali.

The twist in the tournament programme this year was the invitation to Gauteng Cricket to include a Soweto township team on the final day of the competition.

After the three days, an U15 and U19 Sunfoil Township XI from KwaZulu-Natal, was chosen to represent against Soweto's best township teams.

The fact that the tournament now includes healthy competition against national township teams is testament to the growth of the programme and the support it receives from the Willowton Group, through the Sunfoil brand, in developing cricket in South Africa.

Four years ago, family owned Willowton Group, one of South Africa's largest sunflower seed crushers and leading manufacturer of edible oils, margarines, soaps and candles, partnered with



The two Sunfoil Township XI teams with Linda Zondi, Township Development Manager for KwaZulu-Natal Cricket Union and Shoab Moosa from the Willowton Group.

the KwaZulu-Natal Cricket Union to develop the Sunfoil Township Cricket tournament.

The programme has grown from strength to strength with the objective of developing a cricket culture within townships and to encourage children from disadvantaged communities to become involved in a team sport.

The result is that currently there are 20 township teams that compete against each other all year round.

The participants are then invited to take part in the Sunfoil Township Tournament where their dream is to be noticed by selectors and selected into the squad.

But the grooming does not stop at selection.

It is just the beginning of hours of intense training, hard work, and commitment from the boys. As players of the elite squad, they are offered extra coaching every Saturday morning, throughout the year. And, invitations are extended to boys to attend a number of cricket camps at Sahara Stadium, Kingsmead where they receive advanced coaching on fitness and mental preparation.

To be a part of the elite Sunfoil squads means that the teams are able to compete against top KZN cricket schools. Earlier this year, the Sunfoil Township teams showed their skill in winning

matches against some of KZN's finest schools. The u14A and u19 Sunfoil team won against Hillcrest and the U15A Sunfoil side beat Clifton to name but a few successes.

Sboniso Mabasa, a young man from Sithabile High School in Inanda, is one of the participants in the Sunfoil Township programme and has recently been selected for the Cricket South Africa National U17 camp taking place in Potchefstroom next month. There are 23 session coaches appointed, who provide coaching in the township regions for a period of four months prior to the tournament and after the tournament.

The deal has also just been concluded to start the Sunfoil Cricket Development Programme with the Gauteng Cricket Board, showing the programme is spreading its wings and growing from strength to strength.

Willowton Group hopes to unite the children through the game of cricket and show them that they can rise above any circumstance with the right attitude. Perseverance and hard work makes any dream achievable and this tournament teaches them just that. Empowering children through sport is just one of the ways Willowton Group hopes to uplift the communities of South Africa.

Linda Zondi from KZN Cricket

and pictured above, says that when you have a vision... the sky is the limit.

"Cricket development is an integral part of the strategic plan of the KwaZulu-Natal Cricket Union. I can see the impact that this programme has on the youngsters both in terms of their skill level and also in their individual growth. Most of them come from humble backgrounds and this programme exposes them to a world of opportunity, reward, competition and positivity about life. With a clear goal, the right structures and passionate sponsors, we will produce future Dolphins and South African players from our townships and rural areas."

Sunfoil and Dolphins partnership

A PARTNERSHIP between two iconic KwaZulu-Natal brands, both of which share a special interaction in the lives of people across the province, has excited and peaked the interest of Durbanites.

Sunfoil Pure Sunflower Oil, KZN's No1 selling cooking, together in partnership with KZN's provincial cricket heroes, the Dolphins, proudly introduced The Sunfoil Dolphins recently ahead of the cricket season!

"The cricket-loving fans of the KZN Dolphins are also family people whose hearts are as much at home enjoying a home-cooked meal together, as they are when they're cheering on every Dolphins victory at the stadium," said Shoab Moosa, Sales and Marketing Director



Pictured at the Sunfoil Dolphins launch held at Sahara Stadium Durban on 21 June 2011 are, from left: Player Loots Bosman; Jesse Chellan, CEO of KZN Cricket; Shoab Moosa, Director of the Willowton Group and Imran Khan, captain of the Sunfoil Dolphins.

of Willowton Group, the manufacturers of Sunfoil Pure Sunflower Oil.

Jesse Chellan, KwaZulu-Natal Cricket Union Chief Executive Officer commented, "A key element of this partnership is the strategic fit. Both KwaZulu-Natal Cricket Union and Willowton share the vision of making the Sunfoil Dolphins the most recognisable cricket brand in the country and in the time rivalling the Sharks, the Bulls, Kaiser Chiefs and Orlando Pirates as the premier sporting brands in the country.

Secondly the Moosa family

are ardent and passionate supporters of Dolphins cricket, so they are cricketers people who understand and support the game."

With the Dolphins cricket team and the Sunfoil brand currently playing a positive role in the lives of people in KZN, the two powerhouses look forward to its fans continuing their support by getting behind the Sunfoil Dolphins team.

From the locker room, the Dolphin players are just as excited about this partnership and have been hard at work, preparing themselves mentally

and physically for the season ahead.

"The synergy between these two great brands couldn't be closer and the added value this partnership brings to the loyal customers who support them is something we are extremely excited about", Shoab Moosa added.

From their homes to the games, the Sunfoil Dolphins will get Durbanites excited with an interactive pre-season marketing campaign that will have loyal fans blown away by all that is in store for them in the 2011/2012 cricket season!

The Willowton Group continues to donate

FIVE hundred players and spectators who attended the final Sunfoil Township Cricket Tournament match on Wednesday July 6 each received a 5-litre bottle of Sunfoil Pure Sunflower Oil to take home. The five-day tournament was played at Umlazi Comtech.

"We have been involved with the Sunfoil Township Cricket Tournament for the past four years, and this year we have seen a much higher standard among the 400 players," says Shoab Moosa, Willowton Sales and Marketing Director.

"Results of the tournament show some good performances from the township cricket teams in u15 and u19 age groups, proof that the programme is working in growing the game in townships," continued Moosa.

Over 400 young cricketers played against other township teams in their same age group; the boys have taken on the challenge to showcase their talent.

"We believe that if players start young and receive the right training, they will achieve as cricketers and in time will play for the Sunfoil Dolphins and for South Africa."



Players who attended the Sunfoil Township Cricket Tournament in Umlazi depart after a successful tournament. Each player and spectator who attended was given a 5-litre bottle of Sunfoil Pure Sunflower Oil. The value of the donation is R35 000.

