

MEDIA RELEASE

TO ALL MEDIA



Buffalo City
Municipality

19 January 2009

For immediate release

BCM delighted with successful sporting week

The City is delighted following a successful sporting week that has managed to increase the profile of the city as well as generate millions in direct spending.

The Africa Open Golf Tournament (from January 15 – 18) and the Annual Spec-Savers Ironman 70.3 South Africa (January 18) were the two events hosted.

The success of these major events has positioned BCM not only as a sporting destination of choice but also as an ideal candidate to be a Base Camp and Training Venue for one of the teams that will be participating at the 2010 soccer World Cup.

The R5 million prized money Africa Open Golf Tournament attracted world's top golfers - including Richard Sterne, Argentinean Angel Cabrera, Ireland's Darren Clarke, James Kingston and South Africa's Retief Goosen.

The City congratulates Retief Goosen on his victorious win.

Some of the spin-offs from this sporting extravaganza include over 300 direct jobs created during the four-day event with up to 144 golfers bringing enormous financial boom towards local businesses, trade and tourism.

Likewise, the Ironman 2009 saw over 1400 athletes plus technical personnel staying an average of four days in the City with a direct spend estimated at R18,4 million. More than 700 job opportunities were created for volunteers during the race.

The media coverage is estimated at R14 million locally and R40 million in international television coverage.

Taking into consideration all of the above conservatively, the estimated value of the event is around R 72.4 Million.

This is a significant increase compared to 2008, where we had nearly 1000 athletes with a direct spending of R 12. 4 Million in Buffalo City.

The future bodes well for both events as the City will be hosting the Africa Open for the next three years. Negotiations are well under way for the 2010 event to be co-sanctioned with the European Tour.

According to event organiser Gail Fraser, the Ironman had "an increase of 47 percent from last year".

- More -

A city by the sea, with rich in history, culture, knitted world class facilities and a home to sporting champions, BCM has done it before having been a Host City for the 1995 Rugby World Cup and the 2003 Cricket World Cup.

The City – home to the Border Rugby Bulldogs, The Chevrolet Cricket Warriors, South African and World Boxing Champions – has also been host to Premier Soccer League matches and team Bay United in 2008/9 season.

Vuyo Zambodla, the Director of Executive Support in the City, is upbeat. "The Golf and the Ironman has placed the City on the world map and, in the future, this area will become one of the best sporting destinations for both local and international events," he said.

Local Economic Development and Tourism Portfolio Head, Mankomo Pango said: "The tourism industry experienced a significant upturn and the City generally was full of excitement."

The City congratulates all the winners as well as our people for going out of their way to ensure that we deliver these thriving events.

We are determined to ensure that Buffalo City becomes a people centred place of opportunity where the basic needs of all are met in a safe, healthy and sustainable environment.

We are calling on sporting event organisers and organisations to take note of these wonderful developments and bring more major events to the City.

We can't wait to meet you!

- Ends -

Issued by BCM Communication:

Spokesperson: Samkelo Ngwenya

043 705 1170

082 824 7580

082 653

sngwenya@buffalocity.gov.za

www.buffalocity.gov.za