

# Press Statement

## **Bokomo in support of sports tourism in Botswana**

**More than 300 people from Namibia, South Africa and Botswana have registered to participate in this year's two day Botswana Kalahari Challenge, two of which are Bokomo sponsored.**

The sponsorship, amounting to more than P 20 000 will include the entrance fee of the two young ladies who are from the development programme that is spear headed by Gaborone Cycling Club, together with health packs that will be handed to the cyclists during and after the race.

"Cycling is one of the healthiest sports one can take up," said Victor Khan, Marketing Manager of Bokomo. "We pride ourselves in investing in young Batswana that have the energy and drive to push themselves to bring more wins to Botswana, thus contributing to a healthier and more vibrant nation," he added.

The Challenge which is set to take place on the 21<sup>st</sup> and 22<sup>nd</sup> of July, will start at Gaborone Rugby Club at 8am. The cyclists will have to endure close to 100 km of track before reaching their destination in Lekgolobotlo, where they will pitch camp. During this track down south there will be water stops, at which all the cyclists will be provided with a wide range of healthy Bokomo products.

"We are pleased at Bokomo's kind gesture. The Gaborone Cycle Club has a dedicated and growing programme aimed at developing cycling in Botswana. The Club identifies individuals who show the potential and commitment necessary to develop in the sport of cycling," said Kim Van Zyl, one of the organizers of the Challenge. "The program provides training and guidance in fitness, technique, diet and self-discipline, which is why we are very pleased at the wide range of healthy foods Bokomo has sponsored for this challenge," she added.

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