

# Jameson whiskey: a firm soccer supporter

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Jameson whiskey continues its association with South Africa's most prominent football celebrities.



The world famous brand hosted the bi-monthly soccer sessions with the Pirates coach and captain duo of Ruud Krol and Lucky Lekgwathi on 4 November. Taking place at the prestigious Michaelangelo Hotel, Krol and Lekgwathi were joined by numerous Happy People supporters, all by invitation only.

"The evening is about success, desire, dedication and passion - it is what we stand for as a brand. Both Ruud and Lucky are two men who have pursued their dreams, overcome all challenges and have succeeded at their chosen pursuits," says Marketing Manager of Jameson Irish Whiskey, Seth Pereira.

Both soccer personalities openly discussed all issue's pertaining to the pressure of coaching and captaining, how to deal with losses, Teko's current mind space, football development in SA and our performance in the World Cup.

"It is our goal that through these interactive sessions, our heroes are no longer seen as superhuman, but are instead portrayed as the respectable, meticulous, passionate and steadfast individuals that they are," concluded Seth Pereira.

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