

## Award for SuperSport initiative

SuperSport's Let's Play initiative was last week named as the winner of the *Mail & Guardian's* Investing in the Future Corporate Award, and was a finalist in the Investing in the Future Sports Development Award. The awards honour individuals and organisations within civil society, business and government from the southern African region that have demonstrated innovation in the development and implementation of effective public policies and strategies to end poverty in the region. Let's Play has a two-pronged approach: creating awareness of the campaign and its aims and organising activations on the ground, with the support of many activation partners. About 250 000 children a week are "activated" and are coached in a variety of sports.

For more, visit: <https://www.bizcommunity.com>