

Charity Showdown unveiled

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e.tv, in association with OpenView HD, presents the inaugural 2014 Charity Showdown, a soccer-filled day with spectacular family entertainment. The pre-season Showdown features four Premier Soccer League teams: Bloemfontein Celtics, Mpumalanga Black Aces, Bidvest Wits and AmaZulu. The teams, chosen from different provinces, will go at loggerheads for the chance to be crowned the first inaugural Charity Showdown Champions on Saturday, 19 July 2014 at 9am.

The full day Showdown takes place at the Bidvest Stadium in Braamfontein from 9am until the evening. Aside from the brand new cup, the teams will be competing for a grand prize that will be donated to The Lunchbox Fund, a nationwide charity that feeds impoverished schoolchildren. This is in the spirit of Nelson Mandela who encouraged us to be part of various humanitarian causes.

"Soccer is one of the most popular sports in this country, and education is one of the most critical childhood development tools. The combination of the chosen charity, which gives young people the opportunity to fully partake in their education; and the solidarity of sportsmanship makes for a formidable partnership in shaping the future for many young South Africans. The e.tv brand is in the business of people; we are committed to ensure that our content does not only educate but also provides for fun, family entertainment. It is partnerships like these that assist us in ensuring a well-learned community," said Group Head, e.tv Channels Division, Monde Twala.

The Showdown is a knockout tournament and matches will be 45 minutes per half and at the end of the full time, if the scores are still tied, the matches will be decided by a penalty shootouts. The first semi-final match kicks off at 9.30am, the next game at 12 midday and the final at 4pm.

The day will also be packed with family inclusive activities happening simultaneously with the soccer games. These include a Family Fun Zone complete with a Food Market, a Kiddies area with child minders, jumping castles, face painters and clowns. There will also be a beer garden, VIP Hospitality, as well as a Showdown Concert, featuring some of South Africa's top selling bands.

Families will also get a chance to win OpenView HD decoders throughout the day, as well as meet some of e.tv's stars and personalities.



The Lunchbox Fund: Feed a child. Nourish a mind

All proceeds from the Showdown will be donated to The Lunchbox Fund, a Charity that provides a daily meal to orphaned and impoverished schoolchildren in rural and township areas of Southern Africa. They work across the education sector and currently feed over 5,000 children in Gauteng, Limpopo, North West Province, Western Cape, Eastern Cape and are expanding all the time.

According to Sue Wildish, MD for the fund, "One hot meal every school day does more than fill a tummy - the meal is an incentive for the child to go to school, to get an education and develop their potential. We couldn't be more honoured and delighted to be part of the Charity Showdown."

About the teams and their ambassadors:

Bloemfontein Celtic (Phunya Sele Sele) - Bloemfontein based Premier Soccer League team is dubbed the team with the most passionate supporters, popularly known as Siwelele and the 12th player. Established in 1969 as Mangaung United FC, the club holds the titles for the 2005 SAA Supa 8 and were champions of the 2007/2012 Telkom Charity Cup. **Team Ambassador: Celtic's assistant coach Lehlohonolo Seema** - The Lesotho born professional is a former Celtic player who has trialled with English Premiership teams, such as Arsenal, Newcastle United and is a previous Orlando Pirates captain.

Mpumalanga Black Aces (Amazayoni) - The club was founded in 1937 by dairy workers as Witbank Black Aces. The current club is the second incarnation formalised in 2007. The club was crowned the champions of the Bob Save Super Bowl in 1993. **Team Ambassador: Cyprian 'Mahala' Maymane** - Goalkeeper coach and legendary goalkeeper for Witbank Black Aces during the Yesteryears.

Bidvest Wits (The Clever Boys) - also known as Wits University Football Club, the Johannesburg based team was formed in 1921 by the University's Student Representative Council (SRC) of the university. Always has been a daunting team to play against for top PSL teams. Wits is the title holders for the Nedbank Cup for 1978 and 2010. They also won the Telkom Knockout in 1995. **Team Ambassador: Ashley Makhanya** - former Wits defender and now the Academy Head Coach.

AmaZulu (Usuthu) - The Durban based PSL team is one of the oldest clubs in South Africa and it was formed by Zulu migrant workers. They won the League title in 1972 and the Coca-Cola Cup in 1992. Despite a dry run in the silverware department, Amazulu have always been a force to be reckoned with in the league and Cup knockouts. **Team Ambassador: Joel 'Fire' Faya** - AmaZulu's former striker and Head of Scouting.

"Come enjoy a day of quality South African soccer, award-winning music, spend quality time with your loved ones in support of thousands of children whose future hangs in the balance because of an empty stomach," an open invitation from Group Head, e.tv Channels Division, Monde Twala.

All the games will be live on e.tv. Broadcast times will be announced closer to the date of the Showdown.

"Sport has the power to change the world...it has the power to inspire. It has the power to unite people in a way that little else does. It speaks to youth in a language they understand. Sport can create hope where once there was only despair. It is more powerful than government in breaking down racial barriers." - Nelson Rholihlahla Mandela

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