

GUD Filters sponsors young rugby players

GUD Filters is becoming the largest official player sponsor of the Sharks Academy and is giving seven previously disadvantaged young rugby players a full scholarship to the academy valued at R490 000, which includes accommodation, meals, transport, sport equipment and an education at a tertiary institution.

"At GUD we place a strong emphasis on education and have aligned our corporate social investment strategy with our values. We are excited for the opportunity to invest in the education of future athletes and the contributions they will make to South African sport," said Red Shuttleworth, MD of GUD Holdings.

A career on and off the rugby field

The Sharks Academy in KwaZulu-Natal is renowned for its training school, accredited by SA Rugby. The academy develops young sportsmen in a professional environment, training them in the necessary skills to help them forge a career on and off the rugby field. To date, the Sharks Academy has produced 51 players who have represented The Sharks at Super Rugby and Currie Cup level. The Sharks Academy has also produced Springbok stars Patrick Lambie and Lwazi Mvovo. GUD Filters has no doubt that the sponsored players will also achieve the recognition afforded their Sharks Academy predecessors, with two of the young players already having displayed huge potential by being chosen to represent the South African Under-20 team.

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