

Squash queen 'Enovates' community sport in Cape Town

By [Khanya Ncoyini](#), issued by [Enovation](#)

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Friday, 27, and Saturday, 28 October, saw the SA squash champion join Enovation Digital Marketing to make the Mother City proud.



The best in SA

South Africa's squash alpha-female, Milnay Louw, will just not stop flying the SA flag as high as she can. Louw enlisted the services of dynamic digital marketing agency Enovation to host the **Squash Beat** Doubles tournament.

As if winning the SA National Squash Championships for two consecutive years was not enough, this Cape Town-born pioneer closed her Malaysian Open campaign by ranking second earlier this month.

With the credentials like these, including multiple second place rankings at the Central Gauteng Open, UCT Open and Cairns International competition in Australia, she could have easily chosen to focus more on her career but has instead opted to give back to the Cape Town squash community when she hosted the Squash Beat Doubles tournament at the Welgemoed Squash Club over the weekend.

"The Squash Beat is a small business that will focus on all things squash from promoting events, to coaching and even a shop for equipment purchases," explains an excited Louw about the new venture.



Milnay Louw

Enovation Digital Marketing joined the squash champion as both a tribute for her past groundbreaking accomplishments and as a way to promote new talent by giving them an all-new platform to showcase what makes them great.

The event saw members of the Cape Town community come out and celebrate this new milestone in local sports development on both Friday and Saturday. Others came to compete in the Squash Beat Doubles competition at the event and won themselves some choice hampers courtesy of Enovation Digital Marketing.

“We are honoured to be part of such an awe-inspiring display of hard work by Milnay and everyone else that helped make this day the great spectacle it was,” said Enovation Marketing Manager Brandon Le-Chat when asked about Enovation’s involvement.



SA's Number 1

With world-class athletes remembering their roots and digital marketing agencies going above and beyond the call of duty, the Mother City is going to be smiling for quite a while.

Stay up to date everything Milnay Louw and Enovation by following them on social media. Links provided below:

[Enovation Facebook](#)

[Enovation website](#)

[Milnay Louw website](#)

[Milnay Louw Facebook](#)

[Squash Beat Facebook](#)

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