

New sponsor for mini cricket

KFC recently took over the mini cricket programme by committing to a five-year investment with Cricket South Africa (CSA) to grow and broaden the entry-level programme with an option for an additional five years. This pledge cements its commitment to cricket from the ground up culminating in its sponsorship of the Proteas. It celebrated its induction into the mini cricket fam with the launch of the 16 annual regional festivals, which kicked off in August 2010.



"KFC will be utilising its involvement with mini cricket to raise awareness of its Add Hope campaign, an initiative of the Hunger to Hope trust, established by it to give all South Africans access to the food they need to grow, learn and thrive. The Hunger to Hope trust allocates money to charities who have sustainable feeding schemes/projects and nationally donates R3.2 million to the SOS children's villages, which feeds 950 children a month. By adding R2 to your bill at any KFC store you will add hope and help feed a hungry child," says KFC sponsorship manager, Lauren Turnbull.

"This new partnership between CSA and KFC will benefit one of our main objectives; to further accelerate the growth of cricket in the country. Mini cricket plays a fundamental role in cricket development and the larger injection of resources into the game will with no doubt aid in spreading the game to more children and unearthing more potential Proteas," commented Niels Momberg, CSA youth cricket manager.