

Build it lays foundations for soccer

Build it has launched a national sponsorship of Under 13 Soccer tournaments estimated at R1.5 million. This sponsorship forms part of Build it's objective to uplift SA youngsters and offer them chance to develop their talent.

In conjunction with the South African Football Association (SAFA), Build it, which has 175 hardware stores countrywide, has coordinated a social responsibility programme targeting soccer-playing youngsters in rural areas.

In a collaborative effort, SAFA will select the teams while Build it will organise the tournaments and supply the necessary kits, balls, referee's and soccer strips.

Ace Kika, Chairperson of Youth Development Football in South Africa, says: "The Build it Under 13 Soccer Programme falls within our vision of taking young children off the streets and getting them involved in football.

"This initiative is magnificent as it tackles the issue of youth development and identifies talent that needs to be nurtured in order to create the soccer stars of tomorrow."

The first pilot project kicked off earlier this year with the Richard's Bay, Zululand and Empangeni Build it stores coming together to host a successful weekend of soccer matches and festivities.

Great support has also been received from soccer stars such as Bafana Bafana player, Siyabonga Siphak and Leeds United player Phil Masinga, who both participated in the opening and prize giving at one of the tournaments. To date, ten tournaments have taken place with each one rolling out smoothly with a total of 50 tournaments taking place before the end of 2005.

Rob Lister, Marketing Manager of Build it, says: "Build it is committed to developing young soccer talent in South Africa by helping to identify our future stars.

"At Build it, we understand that our customers have helped us become the fastest growing building materials supplier in the country and this is just one way that we are able to show our appreciation and commitment to our customers."