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Traditional Leaders embark on rural sport development initiative

The Eastern Cape Provincial House of Traditional Leaders in collaboration with Sport Federations, Municipalities, NGO’s and Provincial Departments will be launching a Rural Sport Development Initiative. The event will be held at Bhekizulu Senior Secondary School in Nyandeni Local Municipality, under O.R Tambo district on the 6th of December, 2008.

The aim of this development is to use sport for social cohesion and to encourage a crime free environment in rural areas. This initiative is also an effort to complement similar programmes as well as broadening the levels of participation for the youth residing in traditional communities. It will also assist in talent identification which will assist in motivating participation and afford an opportunity to rural youth playing in the professional teams nationally.

The sport development initiative will be implemented in five district municipalities namely Alfred Nzo, Amathole, O.R.Tambo, Chris Hani and Ukhahlamba and their local municipalities. Identification of sporting talents and enhancement will be in the following activities: soccer, netball, rugby, cricket tournaments and athletics. The other sporting codes will be implemented in the second phase though in some areas there are initiatives already taking place.

Traditional Leaders have taken it upon themselves the responsibility of initiating programmes which will contribute towards stable peaceful and safe societies as a contribution to the restoration of dignity of the institution of Traditional Leadership throughout the province.

Members of the media are requested to attend this development initiative.

Ends

This information is issued by the Communications Directorate. Contact Thando Sonjica at 079 508 7571. For further enquiries please contact Nomfuyo Gcilitshana at 072 830 8049.