



EASTERN CAPE MARKETER

**MEDIA RELEASE
For Immediate Release**



***KICKOFF-sharing in the excitement prior to next weekend's soccer tournament is: (Ltr Back) Mzikayise Jacobs (Masters Team) Lindile Eric Xokozima (President: LFA), the Caltex White Rabbit, Xola Piter (LFA Treasurer), Thembela Mki (CECM), Roche Engelbrecht (Freshstop) and Dewald Niemand (Caltex Greenbushes) with LFA team representatives in front.
(Photo: Maven Connection)***

REFRESH FOR POPULAR LOCAL SOCCER TOURNAMENT

08 June 2018 – THE LOCAL SOCCER community are in for a treat as the annual Kuyga Soccer Tournament has undergone a complete refresh, with a new date, new name – the Caltex Greenbushes Freshstop Youth Day Soccer Tournament – and new sponsor for the event next weekend (Saturday, 16 June).

Kuyga Local Football Association (LFA) representative Xola Piter announced the new name and new co-sponsor, the Freshstop store at Caltex Greenbushes, at the launch and tournament draw earlier this week.

The tournament date has been moved to 16 June, instead of Easter weekend as in the past, in order to align with Youth Day celebrations.

“The tournament traditionally took place over the Easter weekend every year, but we and the LFA Committee decided earlier this year that instead of spreading the players and families too thin over a time that is jam-packed with larger sporting events, we would rather encourage the

players to participate in those events and find a new space on the sporting calendar for our tournament,” said Dewald Niemand of Caltex Greenbushes, a founding member of the event.

Another new aspect to the tournament is the inclusion of a masters’ team for the first time , with the over-35s confident that they would still be able to “teach the young ones a thing or two”.

The tournament was born following a meeting between the LFA and Caltex Greenbushes approximately six years ago.

“Our overall approach since taking over this site was that we need to be more than just a business in the Greenbushes area; we need to be a part of our community. We embarked on supporting various community-driven initiatives of which this tournament is one”, said Jurie Snyman, Caltex Greenbushes owner.

Freshstop operations manager, Roche Engelbrecht, said that they were very excited about coming on board as a new co-sponsor as the event aligned with the company ethos of promoting good, clean, healthy living for all. “The community has always been very supportive of the Freshstop outlet that forms part of the Caltex Greenbushes forecourt and we are very happy to be able to give something back in return”, said Engelbrecht.

Caltex master franchisor, Caltex Eastern Cape Marketer, also supports the tournament as part of its commitment to supporting retailers in their partnerships with the communities they serve, Clive Berlyn, CEO of CECM said.

Fourteen teams from the Kuyga area – including Seaview, Rocklands, St Albans and Colleen Glen – will take to the field to vie for the overall prize money of R10 000 that will be divided between the first three place winners.

The tournament will kick off at 9:00 at the Kuyga Sports Fields in Greenbushes on Youth Day, Saturday, 16 June.

The tournament draw is as follows:

Caltex Greenbushes Freshstop Youth Day Soccer Tournament		
Team 1	VS	Team 2
Kuyga United		Blue Aces
Fitches Corner		Young Pirates
Rockland Stars		Shooting Stars
M Chiefs		Kuyga Masters

St Albans		Seaview United
XV Wizard		Pumas FC
Young Ideas		G Stars

ENDS.
(words: 489)

*Issued by Maven Connection on behalf of Caltex Eastern Cape Marketer.
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- **Caltex Eastern Cape Marketer (CECM):**

CECM, the master franchisor of over 104 Caltex service stations in the Eastern Cape, has invested over R500-million in just over a decade in revamps, upgrades and building new sites, to ensure that locals and travellers have access to Caltex service excellence across the length and breadth of the province.

Website: <http://www.caltexec.co.za>

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- **Caltex Branded Marketer:**

A Caltex Branded Marketer is an independent investment partner with Chevron and has bought the right to act as wholesalers of fuel on Chevron's behalf. It is responsible for all Caltex petrol stations in its territory. The Branded Marketer owns the sites and leases them to a retailer-operator, and/or has supply agreements with retailer-owned and operated Caltex stations. The Branded Marketer wholesales and supplies fuel and related products to the Caltex retailers in its region and supports them with training, quality assurance, business acumen, marketing, and compliance issues.

- **FreshStop:**

FreshStop, named International Convenience Retailer of the Year 2013, is South Africa's fastest growing 24-hour convenience store brand. FreshStop stores are located at 33 Caltex forecourts in the Eastern Cape and feature a variety of innovative departments and products that focuses on the ever-increasing, time conscious demands of consumers.

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