Kayamandi Community loves the beautiful game

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Engen Petroleum, South Africa's favourite petrol station brand[1] is giving back to the Kayamandi community in Stellenbosch as part of an inventive outdoor advertising deal which involves contributing a portion of their outdoor spend on upgrades to soccer facilities around the country. The new sports upliftment centre was launched on August 30th by Andre Gabriels, Facilities Manager from the Department of Sports and Recreation.

All four schools in Kayamandi: Khayamandi High, Makhuphula High, Ikaya Primary and Kayamandi Primary as well as about 27 registered pre-schools will have access to the new sports facility which includes an electronic LED digital score board and revamped south stand section with benches that can seat an additional 500 people in a safe and secure environment.

The upgraded facilities will be available to Kayamandi's soccer loving community which currently has more than 20 teams playing regular informal games. Well known teams include Kuyasa FC, FC Malaga, Lokxion Stars FC, Kayamandi Hotspurs, Barca Juniors, Mighty Five Stars and FC Twetwe.

"Engen has a proud record of supporting sport in the country," says Mntu Nduvane, Engen's Group Corporate Social Investment Manager. "Kayamadi is the first upgraded facility in the Western Cape but together with Smile Corp our media partners, we've already implemented similar upgrade projects in Diepsloot, Alexandra and Soweto in Gauteng, as well as Chatsworth in KZN and Walmer in the Eastern Cape. We're passionate about giving back, and soccer in particular gives us a chance to help build happy, sustainable communities. Engen also sponsors high profile Premier Soccer League team SuperSport United".

Nduvane says, "Sport provides a positive way for Engen to engage with our future motorist market at grass roots level. The upgrade also provides facilities to a number of schools and soccer clubs who do not have their own soccer fields in the area."