

Roux-ché Locke

Group Manager: External Relations

Tel: +264 (0)61 207 5207

E-mail: roux-che.locke@ol.na

Francios Olivier

Group Journalist and Creative Writer

Tel: +264 (0)61 2075314

E-mail: francios.olivier@ol.na

www.ohlthaverlist.com



## MEDIA RELEASE

**Ref:** No. 276

### The game is on at the 2017 Dr. Hage Geingob Cup tournament

**WINDHOEK, 08 NOVEMBER 2016**

The field is set, and the ball ready for kick-off at the annual 2017 Dr. Hage Geingob Soccer Cup tournament, which will see the *Tafel Lager Brave Warriors* go up against the Zimbabwean national team. For the fourth consecutive year Namibia Breweries Limited (NBL) – subsidiary of the Ohlthaver & List (O&L) Group – through its brand *Tafel Lager* is a main sponsor – alongside MTC Namibia - of this much anticipated annual event on the local sports and entertainment calendar taking place this coming Saturday, November the 11th.

An exciting line-up of local artists including Adora, Tswazis, One Blood, Kalux and PDK stand ready to keep the audience enticed and on their feet prior to, in-between, and after what promises to be a beast and fighter of soccer matches by passionate entertainers of the ball. Furthermore, this year's event promises to be even better says NBL Brand Manager: Mainstream, Samanthe Heyns. "Apart from the fact that the Dr. Hage Geingob Soccer Cup tournament continues to grow from strength to strength, and has become one of the most anticipated events in the year by soccer fans, players, and the public at large both locally and across the borders, this year we are as excited about the fact that the format has changed to now become an officially recognized FIFA international, which provides our national team, the *Tafel Lager Brave Warriors*, with an extra opportunity to prepare for the all-important road to Morocco, after successfully progressing through the qualifying stages. Obviously Tafel Lager has a double vested interest in this event as the founding sponsor of the Dr. Hage Geingob Cup as well as being the title sponsor of the *Tafel Lager Brave Warriors*." Heyns added that in discussions with the NFA it was evident that the national team needed as many friendlies and as much game time against good opposition as possible to be competitive in the African competitions going forward. She expressed her gratitude towards the Zimbabwean Football Association for agreeing to this fixture and looked forward to a great contest and an even better vibe in the stadium.

Since its inception, Head of State, President Dr. Hage Geingob has shown passion and excitement over this event – his personal attendance to the tournament every year has proven his love for the game and the event named after him. Organizers and sponsors have ensured even more excitement for supporters, with best selfie competitions as well as cell phones, beer, soft drinks and airtime among others as prizes up for grabs.

Other sponsors of the 2017 event are Air Namibia, Huawei and Namibia Wildlife Resort (NWR). This year the Dr. Hage Geingob Soccer Cup tournament will take place at the Sam Nujoma stadium. The cost of tickets bought beforehand are N\$20 and they were available from *Webtickets* Namibia at all Pick 'n Pay's country wide, while limited tickets would be sold at the gates for N\$ 40.00.

**-Ends**

INTRODUCING THE O&L PORTFOLIO



The organizing committee and sponsors of the 2017 Dr. Hage Geingob Soccer Cup tournament.



INTRODUCING THE O&L PORTFOLIO

