



## **Press Release**

### **Vision 2030 Delivery Secretariat unveils sponsorship for Kenyan and African Golf Professionals participating in The 2021 Magical Kenya Open and The Kenya Savannah Classic Golf Tournaments**

**Nairobi, March 11<sup>th</sup> 2021.....Kenya** Vision 2030 Delivery Secretariat has directly sponsored 15 professional golf players participating in the Magical Kenya Open Golf and The Savannah Classic Tournaments.

The professionals, comprising 12 Kenyans and 3 regional players, will be adorned in Kenya Vision 2030 branded golf t-shirts and caps for the whole period of this major tournament, which is part of the elite European Golf Tour scheduled from 18<sup>th</sup> to 21<sup>st</sup> March 2021, at the Karen Country Club.

The sponsorship extends to the Kenya Savannah Classic, also part of the European Tour, that will take place from 23<sup>rd</sup> to 26<sup>th</sup> March 2021 at the same venue.

Vision 2030 Delivery Secretariat, Director General, Kenneth Mwige said the two tournaments offer Kenya a massive platform to affirm its commitment in supporting the growth of sports and sporting talent for socio-economic development.

“Kenya is a sports giant and that is why Vision 2030 takes into account the crucial role sports have in overall national development. This is outlined in the Social Pillar of Vision 2030 which seeks to harness sports for enhanced social economic and political development,” said Mwige during the unveiling of Vision 2030 sponsored players at Golf Park Driving Range.



Mwige said the Kenya Open's global television reach estimated at a possible 600 million viewers, with 64% increase in average viewing for European tour will boost the visibility of Kenya's Vision 2030 projects and promote Kenya as a major golf tourism destination.

"The Magical Kenya Open and The Kenya Savannah Classic offer the Secretariat a big platform to showcase the Vision 2030 Brand to a wide local and international audience who will tune into the golf broadcasts for the eight days of the two tournaments," he said.

Kenya is estimated to have a potential to attract 50,000 international golfers yearly.

The Secretariat affirmed that the event sponsorship is part of its commitment to inspire youth to develop and grow their talents and compete in sports.

"To demonstrate our direct support to local players, VDS will offer a cash prize to the professionals, who make the cut and those who will proceed to the finals," said Mwige.

Mr Mwige went on to state that he expected local corporates to take up the challenge to pick up and sponsor Golf Professionals throughout the Year, especially through the Qualifying Rounds provided by The Safari Tour, for the clear and obvious benefit of branding rights in International Golf Tournaments such as The Kenya Open and The Kenya Savannah Open.

Kenya Open became a full member of the European tour in 2019 while Savannah Classic was added to European tour international schedule this year.

**...Ends.**



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