

Development cycling: 171 learners get a push start

Earlier today, The Sports Trust in association with Nedbank and the Western Cape Department of Cultural Affairs and Sport (DCAS) handed over cycling equipment and kit to the schools participating in this year's Cape Argus PnP Momentum Cycle Tour...



One hundred and seventy one learners from Cape Town and surrounds bring the number of young cyclists that have benefited from this cycling development programme to over 2,000 since 2005.

Besides the Cape Town Cycle Tour, the cyclists will also partake in the Nedbank Sports Trust Development Cycling Programme community races and the Western Province league races. Nedbank's support for mainstream and community races has increased investment in the programme by an additional R300,000.

One of the beneficiaries, who has been a consistent performer is Eben Deerling from De Doorns Cycling Development Club. Eben was the fastest in 2013 and second fastest in 2014 at the Cape Town Cycle Tour. "I started cycling at the age of 16 and my passion for the sport is as strong as ever. Through cycling I learned about life's uphill and downhill, the discipline of doing something even if I don't feel like it, and the commitment to achieve goals," he said.

Leveling the playing field

Western Cape Minister of Cultural Affairs and Sport, Theuns Botha says, "Government depends on partners such as Nedbank, The Sports Trust and Cycling South Africa to facilitate opportunities for new cyclists to level the playing field. The rider's participation in the Cape Town Cycle Tour is significant in that it brings together professional riders and new entrants. This development is not possible without the support of financial partners. We are indeed 'better together'."

"On average, the cycle tour brings over R400 million into the Western Cape economy each year. Showcasing the Cape as a cycling destination every year grows the sport as a professional and recreational activity. The Cape Town Cycle Tour is in line with the Western Cape Government's vision to create sustained GDP growth and greater environmental resilience, together with a more integrated society."

Cycling South Africa identifies and nurtures promising cyclists and provides them with the resources and guidance to help them maximise their potential. "Cycling South Africa is indeed very encouraged to see the continued support given by The Sports Trust and Nedbank to the development of school cycling. This support is in line with one of our key strategic objectives of developing and growing school cycling," says William Newman, President of Cycling South Africa.

"We would like to see riders emerge from this programme to go and represent our country on the world stage. To this end we have further cemented our partnership to provide assistance with ongoing school events throughout the year. This is a huge opportunity for our young riders and I urge them to grasp the opportunity, dream big and pursue those goals. You can all be champions and be the next generation of riders to represent South Africa at the Tour de France like our very own Team MTN Qhubeka will be doing this year," adds Newman.



Anita Mathews, Executive Director of The Sports Trust says: "Now in its ninth year, this cycling programme continues to be sustainable, through the support of our stakeholders, Nedbank, Western Cape Department of Cultural Affairs and Sport as well as Cycling South Africa. They are committed to ensuring that these talented cyclists are provided with further opportunities in order to nurture their talent and take them to the next level in this sport."

"Nedbank is committed to enabling communities to make things that really matter happen. We will continue to empower our stakeholders with the resources they need to realise their full potential and make their sporting dreams come true," said Sydney Nhlanhla Mbhele, Divisional Executive for Group Marketing at Nedbank.

"As a socially responsible bank we are contributing and shaping the development and growth of cycling in South Africa through the Nedbank Sports Trust Cycling Development programme and others such as sani2c and Tour de Tuli," concluded Mbhele.

The partnership between Nedbank and the Sports Trust spans over 20 years, with the bank contributing over R20 million towards sports development in South Africa. The contributions are generated through the Nedbank Sport Affinity Programme into which clients can support the development of sport through their everyday transactional and investment banking, at no cost to them.

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