

Bidvest sponsors local participants for Maccabiah Games

Bidvest, an international services, trading and distribution company, is supporting local sport and making a difference through a donation to help local children take part in the 19th annual Maccabiah Games in Israel from 17-30 July 2013.



In addition to being the official kit sponsor of the 361-strong team representing South Africa, Bidvest is also sponsoring the trips and equipment of 31 local children who qualified to participate in the South African junior soccer and netball representative teams but did not have the financial means to attend the games. The children were provided with their official Bidvest kit at a handover ceremony that took place on Sunday, 7 July in the school hall at Kind David Linksfield Primary School in Johannesburg.

In addition, Bidvest Bank also sponsored each one of the participants with a World Currency Card loaded with some spending money. The card is the first pre-paid foreign currency card in South Africa that combines all the benefits of a travel card with the privileges of Visa Platinum.

Helping make sporting dreams come true

Bidvest Group CE, Brian Joffe notes that the sponsorship will prove invaluable to the children. "Under normal circumstances many talented children in the local Jewish community cannot afford to attend and participate in prestigious events such as the Maccabiah Games. As such, Bidvest is proud and delighted that we are able to sponsor these children, and ensure that their sporting dreams can be realised on a global stage.

"We are certain that they will not only thoroughly enjoy the experience of the games, but will excel in proudly representing South Africa."

75% of South Africa's total delegation falls into the junior and young adult categories. This year's games are considered to be the largest sporting event in the world; with the SA teams set to leave for Israel between 13-15 July 2013.

The Maccabiah Games, held every four years, is the world's largest Jewish athletic competition, emphasising the centrality

of the State of Israel in the life of Jewish people. Every Israeli citizen, and every Jew worldwide who is not an Israeli citizen, is eligible to compete, with events separated into 'Open', 'Juniors', 'Masters' and 'Paralympics' categories.

Critical sports development

Bidvest has displayed consistent support of South African sport over the last few years, having sponsored local Premier Soccer League (PSL) team Bidvest Wits since 2002, and having taken ownership rights of the Wanderers Cricket Stadium in Johannesburg since October 2009.

Joffe concludes that the company believes that sports development is crucial to South Africa's growth as a country and contributes to its global reputational standing. "Bidvest has constantly demonstrated that we are committed to the development of sport in this country, and our sponsorship of local students heading towards the Maccabiah Games is a further reflection of our sincerity in this regard. Looking ahead, we intend to build on this pledge and enhance sporting excellence in our country by funding and backing other champions in waiting."

For more information, go to www.bidvest.co.za.

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