

KFC and CSA sign for another 10 years

KFC SA and Cricket South Africa, today, 3 June 2015, concluded a landmark agreement that will see the successful KFC Mini-Cricket programme extended for another decade.



Haroon Lorgat (CSA Chief Executive) and Mike Middleton (Chief Marketing and Innovation Officer KFC South Africa) during the CSA Golf Day and Breakfast Awards

KFC first involved themselves with CSA in the Mini-Cricket program five years ago and since then their investment has grown to a point where there are now more than 110 000 kids actively participating on a regular basis each week.

"The KFC Mini-Cricket programme is our flagship development programme and we believe this is one of the best sports development programmes on the continent," said CSA Chief Executive, Haroon Lorgat.

"This is where our pipeline starts and this is where KFC's commitment has ensured that we can bring together thousands of boys and girls all around the country to grow the game and to unearth future international stars,"

"I am overjoyed by KFC's willingness to partner with us for a further 10 years. Such long-term investment is unheard of in today's sporting climate and I want to thank KFC for their vision and great partnership with CSA," added Lorgat

"Looking back on another successful and highly active season of KFC Mini-Cricket, we are incredibly proud to be announcing our continued support of the KFC Mini-Cricket programme for the next 10 years," explained Mike Middleton, Chief Marketing Officer, KFC Africa.

"Our shared vision remains to get more kids in South Africa to lead active lifestyles through the KFC Mini-Cricket

programme and we will continue to work closely with our partner, Cricket South Africa, to take development cricket to the next level and continue to build upon the positive momentum generated over the course of five very successful seasons."

In addition to the Mini Cricket program, KFC will remain CSA's Official Restaurant Supplier, and will also continue to have the rights for ball boys and ball girls for all domestic and international T20 matches.

For more, visit: <https://www.bizcommunity.com>