

# KG just does it, with Nike

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Leading sports brand Nike has joined forces with Africa's highest ranked women's wheelchair tennis ace, Kgothatso 'KG' Montjane.



*KG in her Nike sponsored attire on the court in Melbourne, Australia, getting ready for the Australian Open which commences 23 January 2019.*

Together they penned a three-year sponsorship contract that will see KG and her coach sporting Nike apparel both on and off the tennis court. The alliance will be the start of great things and means 'KG' will join the ranks of top tennis stars such as Serena Williams, Rafael Nadal and Novak Djokovic.

Nike are thrilled to have KG in their stable, "We are honoured to partner with an athlete of the calibre of KG. She is an inspiration to the nation and has achieved so much in her sporting career against all odds. We welcome her and look forward to being a part of her 'road to greatness', as she continues to succeed as a sportswoman," Masilo Masha, Nike marketing manager.

In South Africa Nike sponsors international superstars such as South Africa's 800m Olympic and World Champion, Castor Semenya. Kgothatso Montjane could not contain herself: "I am so excited to be part of the Nike family and be included amongst Nike athletes. It shows that if you work hard enough, rewards will come. Besides the quality of Nike apparel which will help my performance, the brand is an inspirational one. Their latest campaigns that

promote inclusivity and diversity, resonate with me and I am proud to join forces with this meaningful brand."

The contract includes apparel for both her and her coach, cash and cash incentives for wins.

The Limpopo-born star wrote her name in the history books last year becoming the first black African woman to play at Wimbledon last year and is currently in Australia preparing for the Australian Open. She is ranked number one in Africa, number one in the southern hemisphere and sixth in the world, and has earned praises and admiration for her fighting spirit. 2019 is an exceptionally busy one for KG as she travels the world participating in tournaments such as Roland Garros in France, Wimbledon in the UK and the US Open. With a medal at the Tokyo Paralympics in 2020 in her sight, her 2019 will certainly be a year for growth.

Ever since KG's plea for sponsorship on Metro FM at the end of July last year, sports marketing agency Optimize have taken her under their wing and have had enormous success in helping her obtain much-needed sponsorships in order for her to travel and participate in international tournaments and in so doing, increase her world rankings.

KG starts the Australian Open on 23 January 2018 in Melbourne, with her first match against Dutch wheelchair tennis player, Aniek van Koot; she will be playing the last match of the day on court 7 at 11:00am Melbourne time (8pm local time).

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