



Media Release

6th Simba Cement Open International Tennis Tournament

Dar es Salaam, 27 August 2011 – Simba Cement has continued to sponsor the East Africa's biggest prize money Tennis tournament – the Simba Cement Open International Tennis Tournament which has been on going from 23rd August. The tournament which ended today at the Dar es Salaam Gymkhana club, attracted players from 5 different countries of Burundi, Kenya, Rwanda, Uganda, Zimbambwe and the host Tanzania.

Simba Cement Open International Tennis Tournament had a total prize money of US\$10,000, which is the largest prize money Tennis tournament in East Africa. The involved categories were Men's singles and Doubles, Ladies' singles and Doubles, Veteran's singles and Mixed doubles.

Simba Cement has seen the importance of sports at all levels that is why it had also sponsored the Junior Simba Tennis Camp under the international tennis consultant – coach Fabrizio Caldarone that was conducted for five days from 15 to 19th August. Speaking at the prize giving ceremony, Tanga Cement Company Limited's Head of Sales, Marketing and Strategic Planning, Mr. Harpreet Duggal, "I am very happy to see this tournament is growing, this shows that the talents are also growing. If we look back five years ago when the tournament started, we did not have more players as we are having today". Mr. Duggal congratulated the winners, players, organizers and the Tanzania Tennis Association for organizing the event professionally.

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Tanga Cement Company Limited

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