



MEDIA RELEASE

7th Simba Cement Open International Tennis Tournament

Dar es Salaam, 11 September 2012 – Tanga Cement Company Limited, through its product, Simba Cement, has for the seventh year running committed itself to the development of tennis in the country by sponsoring the well known annual international tennis tournament – The Simba Cement Open International Tennis Tournament.

Tanga Cement Company Limited has decided to increase this year's sponsorship package to accommodate the wheelchair tennis players in this highly competitive event.

Speaking at the opening of the tournament, the Company's Managing Director Mr. Erik Westerberg said "We at Tanga Cement Company know the importance of sports to everyone, that is why when we were approached by the Tanzania Tennis Association asking for an increase of sponsorship for the aim of including the wheelchair tennis players, we did not give it a second thought, and agreed to increase the sponsorship package from last year's US\$10,000.00 to US\$14,000.00".

He further said "We have done this to encourage other physically challenged persons to engage themselves in sports activities, as we all know that sports is for everyone". Mr Westeberg added, "I am very happy to see that the popularity of the tournament has increased to attract the wheelchair tennis players as well". He also congratulated Mrs Inger Njau,

the Secretary General of Tanzania Tennis Association for being on the front line in the organisation of the event.

The total prize money up for grabs in the tournament is US\$9,070 which it is open to all age categories and includes the veterans' section for players over 50 years of age.

More than 70 tennis players are expected to show from the East African region and beyond. Participating countries include Burundi, Kenya, Rwanda, Zimbabwe and the host country Tanzania.

Tanga Cement Company sponsored the International Tennis coach for the junior tennis players early July this year, sponsored junior players for the ITF training held in Pretoria-South Africa this September, it has also paid ITF & CAT fees to allow Tanzania to participate in the Davis Cup. The Company is also sponsoring the visit of International Wheelchair Tennis player, Stephane Houdet and his manager Coach Fabrizio Caldarone who will be visiting the country in November this year.

END

Tanga Cement Company Limited

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