



TALKING POINTS FOR SAFARICOM DIRECTOR- CUSTOMER CARE AND STRATEGIC MARKETING,
MR MAURICE NEWA ,DURING THE LAUNCH OF THE SAFARICOM SEVENS 2011

THE STANLEY HOTEL ON WEDNESDAY, SEPTEMBER 21, 2011.

- Hon Paul Otuoma, Minister for Youth Affairs & Sports
- Chairman, Kenya Rugby Union, Mwangi Muthee,
- KRU Officials Present,
- Members of the Kenya 7s National Team
- Organizers of the Safaricom Sevens 2011,
- Invited Guests,
- Members of the Media,
- Ladies and Gentlemen,

I am delighted to join you this morning on the official launch of the 16th edition of Safaricom Sevens.

I am particularly proud to be associated with this event given Kenya's current standing on the World Sevens Rugby stage.

Last year's Safaricom Sevens was very successful and the 2011 edition promises to be even better with 16 of the world's best teams already confirmed for the event. Rugby fans across the country and indeed the whole world can be assured of a thrilling action this year.

The event this year is much bigger and better. It will be unique in several ways. To start with, the Safaricom Sevens will for the first time take place at a different venue. We have moved from the traditional KRFU grounds along Ngong Road to the spacious and easily accessible Nyayo National Stadium. A number of things informed this decision. Among them;

- Accessibility; given its central location from the CBD, Nyayo National Stadium has proved more convenient for this action.
- More seating and affordable ticketing therefore allowing for more rugby fans from all walks of life to attend and be a part of this exciting event
- Attendance; the fan base for this event has been increasing over the years. Last year, we had in excess of 20,000 spectators attending the event. This has prompted us to secure a more spacious venue to ensure the comfort of all those who will be attending the event. We believe Nyayo Stadium has the requisite infrastructure to handle the expected crowd.
- The profile of this event has grown globally and therefore the need to ensure top class hospitality. This includes among other things, broadcast area, medical facilities and changing rooms. This aims at putting the event at par with similar international events.



Ladies and Gentlemen,

After consultations with our local and international stakeholders, this year's edition will be held between 4th and 6th November. This is a move away from the traditional June dates. A number of factors also went into this decision among them;

- The need to attract top sevens playing nations that will be headed for the opening legs of the International Rugby Board's HSBC Sevens World Series in late November. The teams include Kenya, Bristol, Les Bleu, Zimbabwe, Zambia, False Bay RFC, Namibia, Samurai, Tanzania, Uganda, Grenoble, Spain, Samoa, Emerging Boks, Belmont Shore and Auckland.
- The timing will also be convenient for fans keen on seeing their revered sevens heroes play right here in Nairobi.
- The new dates will serve as an adequate dress rehearsal for the host nation, Kenya, who are a core side of the HSBC Sevens World Series ahead of their campaign as they go in pursuit of greater glories on the international sevens scene.

Ladies and Gentlemen,

Safaricom's engagement in sports activities is anchored on our strong belief in youth centric activities aimed at improving their living standards. Apart from rugby, we are engaged in a number of sports sponsorship activities among them; athletics where we have our own annual Safaricom Marathon in Lewa. We also sponsor a number of road races and marathons across the country. This is in addition to our support of other sports such as lawn tennis.

We believe in empowering communities by engaging them in projects, initiatives and activities that economically empower them. As a company, our sponsorship activities cross-cut virtually all the spheres of human life. We have projects and engagements in health, education, environment, energy, water, arts and culture all geared towards this goal.

I am happy to announce that 10% of the gate collections from the event this year will go towards community rugby. This is key for us as it is in line with our strategy to grow the game and to provide for our future generations.

As I conclude my remarks; I want to thank all the organizers involved in this event, led by the Kenya Rugby Union. May I also wish all the participating teams a great competition. Lastly I want to call on rugby fans to turn up in large numbers in support of our award winning team.

Thank you.