

Nestlé Milo invests in children's health through soccer tourney

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Mbekezeli Mbuli

The successful hosting of 2010 Soccer World Cup matches by the province has opened many doors, especially in the sporting arena.

And just when the attention is focused on the PSL matches played at the R1-billion Mbombela Stadium, Nestlé comes up with its unique soccer tournament for the kids.

As part of its Healthy Kids global programme, Nestlé Milo South Africa, in conjunction with the South African Schools' Football Association (Sasfa), is hosting the fourth edition of the Nestlé Milo Champions Tournament, which is focused on the u/13 schools soccer competition.

Nestlé's Ms Kelly Wainwright said the tournament kicked off earlier this year with schools in each of the nine provinces competing at district level.

"The winning schools from the various districts will now represent their area at their provincial final, where they will ultimately aim to become the provincial champion and represent their province at the tournament's national finals in September," she explained.

Nestlé's global Healthy Kids programme



Thembeke Nkosi (Department of Education), Kelly Wainwright (Nestlé), Yenzani Mabunda (provincial Milo coordinator), Siphso Mabuza (provincial chairperson of Sasfa), and Mark Fish (ambassador of the Milo tournament) during the launch.

aims at raising nutrition, health and wellness awareness among schoolgoing children around the world and according to Wainwright, through the tournament, Nestlé South Africa aims to positively influence the children of South Africa by actively promoting the

importance of regular physical activity to ensure a healthy lifestyle.

"We are extremely proud of our continued association and partnership with Sasfa and how the Nestlé Healthy Kids Milo Champions Tournament has developed over the past four

years. At Nestlé Milo, we advocate that regular playing of sports is an important aspect of a child's holistic development. Through our sponsorship of the football tournament, we can teach kids that an active lifestyle, combined with a balanced diet, equals healthy kids," she went on.

To this end, the winner of the Mpumalanga provincial final will receive R10 000 to invest in an initiative which is in line with Nestlé Milo's values of nutrition, health and wellness.

The winning school from each of the provinces will have a great opportunity to prepare for the national finals when former Bafana Bafana defender and Nestlé Milo brand ambassador, Mark Fish, tours South Africa to host coaching clinics at each of the schools.

The competition at the national finals in September promises to be tough, as the winning school of the tournament will receive an investment worth R100 000 for the school's sports and wellness infrastructures. The schools finishing in second and third positions will receive prizes worth R75 000 and R50 000, respectively.