

Tournament to promote an active and healthy lifestyle

The other key objective is to unearth talent and to grow the football stars of tomorrow

Elmarie Schoeman

The Nestlé Healthy Kids Milo Champions Tournament kicks off this month. Nestlé Milo South Africa, in conjunction with the South African Schools' Football Association (SASFA), recently launched the fourth edition of this tournament. The Mpumalanga provincial final is scheduled to take place at Mkhuhlu Stadium in Mpumalanga on 21 May.

The Nestlé Healthy Kids Milo Champions Tournament started 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 National Finals of the tournament in September.

Kelly Wainwright, Nestlé beverages marketing manager, said: "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



From left is, Mr Thembeke Nkosi (department of education), Ms Kelly Wainwright (Nestlé), Mr Yenzani Mabunda (provincial Milo coordinator), Mr Sipho Mabuza (provincial chair SASFA), and Mr Mark Fish (brand ambassador)

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."

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

to use the funds to improve the sporting facilities or buy sporting equipment for their school.

The other key objective of the tournament is to unearth talent and passion for the game of football among young children in South Africa, and to grow the football stars of tomorrow.

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 aim of the clinics is to prepare the teams for peak performance at the national final in September and to drive home the importance of living a healthy, active lifestyle.

The competition at the national finals in September promises to be tough, as the winning school of the overall 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 investments worth R75 000 and R50 000 respectively.