

Its game-on in Nestlé Milo champions tournament

MAHIKENG - Football fans in the North West town of Rustenburg are set for a taste of Nestlé Milo Champions Tournament football action at its best, when the best of the under -13 schools talent in South Africa display their skills in their quest for national glory at what promises to be a sporting showcase.

The event takes place at the world-class Royal Bafokeng Sports Campus on Saturday starting at 08h00.

The 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 then competed to represent their area at the provincial final.

At the provincial finals, the various districts then competed to ultimately become the provincial champion and represent their province at the National Finals of the tournament.

The competition at the National Finals promises to be tough, with the winning school of the overall tournament to 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. The U13 team of the winning school of the National finals will also travel to Ghana to participate in the MILO Africa Champions tournament in 2012.

The Nestlé MILO Champions Tournament forms part of Nestlé's holistic and integrated campaign which aims to raise nutrition, health and wellness awareness amongst school-going children.

MILO, a malt energy drink that encourages kids to follow a balanced diet and daily active lifestyle, serves as an appropriate sponsor to endorse this tournament.

Nestlé Beverages Marketing Manager, Kelly Wainwright said, "We are extremely proud of our continued association and partnership with

SASFA and how the Nestlé 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."

At provincial level, each of the winning schools received 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 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 amongst young children in South Africa, and to grow the football stars of tomorrow.

The winning school from each of the provinces also had the great opportunity to prepare for the national finals when former Bafana Bafana defender and Nestlé MILO Brand Ambassador, Mark Fish, toured South Africa to host coaching clinics at each of the schools.

The aim of the clinics was 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 schools which have secured their place in the national final include: Toronto Primary School from Limpopo, Mbazima Primary School from Mpumalanga, Rietrivier Primary School from Northern Cape, Ntswanatsatsi Primary School from Free State, Cloetesville Primary School from Western Cape, Inkanyezi Primary School from Kwa-Zulu Natal, Tshwaragano Primary School from Gauteng, Atamela Primary School from North West and Nkunjimbini Junior Secondary School from Eastern Cape.