

Press Release

Franschhoek - 20th September 2007

LIMITED OVERS CRICKET FOR KIDS

Ten primary schools in the Drakenstein valley are set to benefit from an Under 11 cricket development project supported by Rhodes Food Group and staged by the Groot Drakenstein Games Club it was announced today.

The limited overs cricket tournament, known as the Rhodes U11 T20, will be played at the Groot Drakenstein Games Club with the first match scheduled for 2nd October. It will run for eight weeks concluding with a final on 23rd November.

The Rhodes U11 T20 is modelled on the twenty overs a side format of the game. "We adapted the format to ensure that all participants get opportunities to bat and bowl," said tournament co-ordinator Lynton Lackay, a primary school teacher at Pniel Primary.

Participating schools are divided into two pools of five teams each. Making up the one pool will be Dhalabhule, Wes-Eind, Franschhoek, Groendal and Bridge House and the other Nonzami, Simondium, Pniel, PC Pietersen and Wemmershoek Primary Schools.

Each team plays four games. The teams that end up at the top of each pool will play a final at Groot Drakenstein Games Club.

"We are very proud to be involved in this initiative. Our company is a big employer of people in the valley. This initiative is one way Rhodes Food Group can give back to the local communities in this area," said Richard Phillips, General Manager of the company's International Business.

"The club's committee puts a high value of giving back to the community, as does Rhodes Food Group. We are grateful to the company for making it possible for us to work together on this worthwhile project," said Reg Steenkamp, Groot Drakenstein Games Club President.

Moos Nicholas, the Manager Amateur Cricket for the Boland Cricket Board, said that the Rhodes U11 T20 fits nicely into the programmes run by the provincial cricket body. "Initiatives like this is how we develop the game in the region," he explained.

Rhodes has its roots dating back to 1897. It has developed, from its early days, into a modern fully diversified food business. Fruit canning, jams and vegetables make up over half of the company's turnover. It has factories in Swaziland,

Johannesburg and Groot Drakenstein and sells its products to clients both in South Africa and abroad. Its head office is based in Simondium.

“Our fruit is grown predominantly in the Robertson, Ceres, Montague and Buffeljags areas and canned at our factory in Simondium,” stated Phillips.

The balance of the company’s business comprises the supply of freshly prepared quality meals, pastry based dishes, fresh pasta, sauces, and a range of dairy products.

“We employ approximately 500 people in the Drakenstein Valley, while in season we employ up to 1,100 additional staff,” said Phillips.

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