

EDEN ANNOUNCES WORLD CORPORATE CHALLENGE BROUGHT TO THE EDEN DISTRICT

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Hard work and behind the scenes lobbying has finally paid off with the final announcement by the organizers of the prestigious World Corporate Challenge that the corporate golf game will be held in George during 2010 at Fancourt and Oubaai Golf courses. On the photo from left to right: Mr Alfonso Castro (CEO of World Corporate Challenge), Eden mayor Councillor Leon Dorfling and Mr Jose Guerra (Chairperson of World Corporate Challenge).

According to Eden Mayor, Councillor Leon Dorfling, this corporate golf game, which will be hosted during May 2010, will position the Eden district to build and capitalise on the Garden Route Klein Karoo brand, as well as promote tourism flows to the region long after the last soccer game and the last soccer supporters have left. Eden has aggressively pursued bringing this golf tournament to the Eden district because of the return visits brought and the media exposure on international television channels like SKY, etc.

This prestigious golf tournament which was born in the United Kingdom in 1993 in association with the newspaper The Times, came about with the intention to provide companies with a tool that would help to foster and develop their relations on an internal level and external (Clients, Providers, Institutions, Social Environment, etc...), through a sports competition with great media impact.

What is the World Corporate Golf Challenge

The World Corporate Golf Challenge is the world's largest and longest established inter-companies golf event. It is an international network of amateur national golf competitions promoted and run by sports marketing organisations (the Licensees) in association with local national print media partners. The annual winners from each territory compete in the World Corporate Golf Challenge Final, representing not only their company, but also their country and their national media partner.

The World Final, held at prestigious international venues, includes extensive placement around the course of sponsors banners during TV recording, event merchandising opportunities, official Welcome and Gala Dinners, as well as associated competitions for sponsors and guests. Recent venues for the World Final include: Half Moon Bay, Jamaica. Le Touessrok, Mauritius. Saujana Country Club, Malaysia. La Manga Resort, Spain.