



PPC Marketing: Temba Bavuma launch announcement

Temba Bavuma honoured at launch of Foundation's partnership with PPC

3 April 2017. Rockville, Soweto. *Cricket legends, players and fans gathered at Hoernle Primary School in Rockville, Soweto today to celebrate the official launch of the Temba Bavuma Foundation's partnership with PPC. Initiated shortly after Bavuma scored his legendary maiden century at PPC Newlands in 2016, the event included an interactive coaching clinic at the school's brand new practice pitch – inspiring 15 young legends-in-the-making to keep on working to achieve their cricketing dreams.*

Founded earlier this year, the Temba Bavuma Foundation has its sights firmly set on redefining cricket development in South Africa – and enabling our next generation of future stars to access meaningful opportunities, to pursue professional careers. A key element of this vision includes corporate sponsorship and support, however, PPC has already committed R150 000 to take this forward.

“As a company committed to sports development across the continent, we're excited to be partnering with Temba and his team as the Foundation begins rolling out its action plan,” says Rob Rein, PPC Executive: Sales and Marketing. “Ever since Temba scored his legendary first century at PPC Newlands, we've been looking for an appropriate way to honour him and celebrate his remarkable contribution and journey to date. Becoming the first corporate to sponsor his Foundation and partner with him as he starts walking this new path thus seems fitting.”

Speaking at the event, Temba Bavuma noted that the opening of the practice pitches was just the beginning – both for the local team and for the Foundation: “Today is the start of something greater than all of us: a vision that we all need to carry forward if it is to succeed. We're very grateful to the team at PPC for their support, and look forward to some of the young stars that we will be coaching today making their match debut at PPC Newlands one day.”

Attended by PPC staff, Gauteng Cricket Board representative and Hoernle Primary School's principal Mr Hlalukani, and members of staff and the community, the real VIPs on the day were the 15 aspiring cricket players from the Soweto Cricket Club. Aged between 11 and 15, the children have previously only been able to practice once a week at the local cricket club. While PPC provided the materials to build the pitch, the Foundation also made use of local contractors, keeping it a community-owned and managed project.

“Building a pitch here at the school will finally give these children unlimited access to the facilities they need to work on their game,” explains Bavuma. “It will also expose their families, friends and the rest of the school and immediate community to cricket as a sport, as a career – and as a game they can play and learn from together. In this way, I'm hoping that it will teach and inspire them as much as it has me. As a Foundation, we're looking forward to being part of this journey, and watching them grow from strength to strength,” he concludes.



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About PPC Ltd

A leading supplier of cement and related products in southern Africa, PPC Ltd has nine cement factories in South Africa, Botswana, Zimbabwe and Rwanda. In 2016 PPC commissioned its fifth milling depot, located in Harare, Zimbabwe, bringing PPC's current capacity to around nine million tons of cement products each year. As part of its strategy and long-term vision, PPC is expanding its operations in South Africa, and extending its footprint into the DRC and Ethiopia.

PPC's Materials business, comprising Safika Cement, Pronto Readymix (including Ulula Ash) and, the recently acquired 3Q Mahuma Concrete, forms part of the company's channel management strategy for southern Africa. As a result of these acquisitions PPC's footprint has grown to include 26 readymix batching plants across South Africa and Mozambique and the capacity to produce half a million tons of fly ash.

PPC also produces aggregates with its Mooiplaas aggregates quarry in Gauteng having the largest aggregate production capacity in South Africa. PPC Lime, one of the largest lime producers in the southern hemisphere, produces metallurgical-grade lime, burnt dolomite and limestone.

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