



AFL South Africa KwaZulu-Natal



MEDIA RELEASE

Friday 13th July, 2007

Australian Football launches in Umlazi, KwaZulu-Natal

DJ Mzo from Gagasi 99.5FM, leading Australian music acts Evermore and Bliss 'n Eso, and MTV cameras shooting a unique documentary will headline the launch of 'Aussie Rules' football and the Footy Wild™ program in Umlazi.

The launch of AFL KwaZulu-Natal will take place in the heart of Umlazi, one of South Africa's largest townships, at the N-section Menzi Sports Ground at 1:30pm on Tuesday the 13th of July. The major focus of the day will be the first ever Footy Wild clinic in KZN taking place using young orphans from a local aid organisation, NOAH. The day will also showcase local and Australian music talent, and will include free giveaways from Gagasi and Coca Cola.

Footy Wild is a brand new program designed exclusively for South African school children, whereby Aussie Rules football is used as a vehicle to encourage mass participation in sport in disadvantaged communities. Over the course of a typical 6-week Footy Wild program, children will learn the 'Big 5' skills of Australian Football for 90 minutes a week, receive a Footy Wild pack including their own ball and sticker booklet, and will automatically qualify to join a primary school football competition.

The AFL KZN launch event will use AFL South Africa volunteers from Umlazi, KwaMashu and Pinetown, who have been recently trained in basic football skills and coaching. It is through the passion and dedication of these young volunteers that Australian Rules football will continue to grow here in KZN.

The AFL is Australia's largest football code with over 7 million spectators each season. The strength of the AFL in Australia is now translating to South Africa where significant resources have been invested into the growth of the game. AFL KZN is a community-based initiative that seeks maximum community ownership and participation in sport. It's through unique events like the Umlazi Launch that AFL South Africa will continue to build its profile here in KZN.

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