



## NEWS UPDATE FOR SUPPORTERS/SPONSORS

May - September 2009

### FROM THE FOUNDERS ...



“As with so many businesses and individuals around the world, the LCA/Velokhaya has been affected by the global economic downturn. Undeterred by the challenges, we’ve decided to use the ‘slowdown’ as an opportunity to strengthen our organisation and this news update – which recaps our key activities from May to September – highlights the support we continue to receive from many people around the world. Our hope for the months ahead is that our organisation will continue to grow from strength to strength – and that the

economic woes of the world would have created more awareness of the need to support those who have spent their entire lives in an ‘economic crisis’. We thank you, once again for your support and look forward to your feedback!” – Glyn and Amos, co-founders of the LCA/Velokhaya.

### SUPPORTER NEWS

#### PPA KEEPS ELITE WHEELS TURNING...

The PPA’s support of the LCA Competitive Elite programme is proof that it truly believes in the development and transformation of cycling, says Glyn Broomberg, CEO of the LCA/Velokhaya.

“The PPA provided a life-line to the programme in June this year when the LCA was unable to secure a new title sponsor for the 2009 season. The PPA has supported the LCA from the start and we are most grateful to them – and to our product sponsors (Alan Hodson of Omnico/GT/Bell/Kenda/Ryder), Anatomic, Suunto, and Cadence Nutrition – for their loyalty to the programme at a time when the future of the Competitive Cycling Programme (CCP) seemed rather uncertain.”

The interim funding from the PPA has given the LCA time to secure a new title sponsor for the 2010 Competitive Elite team. The LCA is currently in discussion with a number of potential sponsors for the CCP and we hope to bring you more news about the sponsorship in a future news update. The funding of the LCA’s other programmes - the Ascends and the Safe Cycling programme - was unaffected thanks to the support of Pick n Pay and Engen.

## NEW 'DIGS' FOR OUR COMPETITIVE CYCLISTS....

Earlier this year cyclists from LCA's Competitive Cycling Programme took up residence in the 'Velo-Khaya' (meaning 'cycling house') after the building was refurbished thanks to the support of Grand West Casino and popular television sports journalist Gershawn Coetzee.

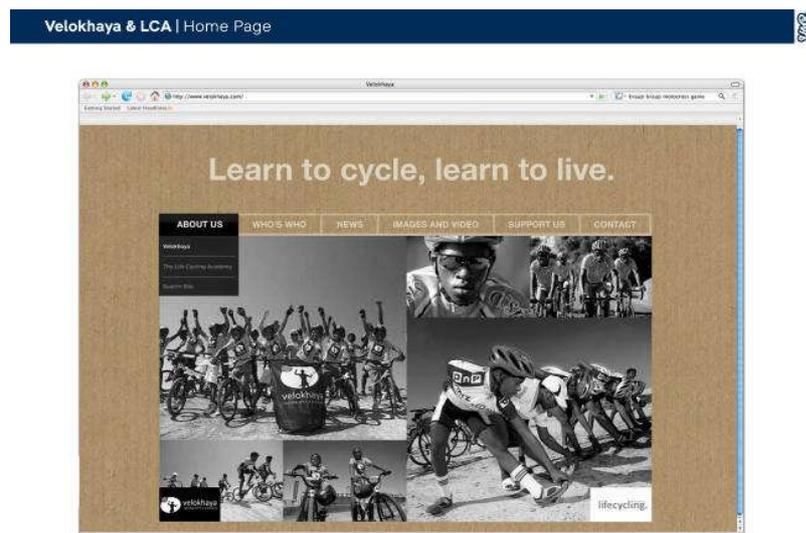
Glyn Broomberg tells us more ...

"At the beginning of the year Gershawn Coetzee, anchor for eTV Sport, approached me with an interest in supporting the Academy. After only one meeting he helped us secure a sponsorship from Grant West Casino & Entertainment Group ([www.suninternational.com](http://www.suninternational.com)) for the refurbishment of a house in Khayelitsha's G-section.

"The house, which will be used to accommodate members of our Competitive Programme, is managed by the manager of the programme, Siphon Mona. Siphon relocated from his family home in Langa to live with and mentor the other cyclists, many of whom did not have adequate support in their previous living environments. The house has also become a base for other black cyclists who have moved to Cape Town from other parts of South Africa to join our programme."

The Velo-Khaya is currently home to LCA riders, Sithembale Xuza, Siyabonga Mnqwazi and Songezo Jim. (*More about the Velo-Khaya in a future newsletter!*)

## NEW-LOOK JOINT LCA AND VELOKHAYA WEBSITE TO BE LAUNCHED SOON!



A new website is currently taking shape, thanks to the support – and creative genius – of the Cape Town Young&Rubicam (Y&R) team.

The new site was designed by Y&R's Andrew O'Donoghue, Art Director and Clinton Bridgeford, Creative Director.

Vitamindesign's Pierre Thomas is managing technical design while a team from Do Communicate, the LCA/Velokhaya's PR agency, is responsible for content.

## DANES RAISE FUNDS FOR VELOKHAYA

Velokhaya wishes to thank Michael and Christa Skelde, Team Glud & Marstrand Horsens (Team GMH) and Team Vestjyskbank in Denmark for their involvement in the 1208km Paris - Horsens fundraising event, held from 18 to 24 July, 2009.

The 'Horsens-Paris' event was used as a fundraiser for Velokhaya and all funds will be used to further develop the Velokhaya infrastructure in Khayelitsha.

One of the projects on the drawing board is a Mechanics Workshop/BMX Start Ramp Complex which will see the existing Safmarine-donated shipping containers – used for the start ramp of the BMX track - converted into a workshop and storage facility.

The facility, once completed, will be approximately 120m<sup>2</sup> in size and will house a fully-equipped workshop, which will be used to offer a bicycle mechanics training programme in line with the LCA's focus on community upliftment and personal empowerment.

(Visit [www.teamvestjyskbank.dk](http://www.teamvestjyskbank.dk) for more details and photos of the Horsens-Paris event; more details about the money raised in our next newsletter!)



Horsens - Paris · 1.208km · 18.-24. juli 2009

### SAFMARINE AND A.P.MOLLER-MAERSK VISIT

At the beginning of September we were delighted to welcome senior representatives from the A.P Moller-Maersk Group and Safmarine to Velokhaya.

It was the first visit to South Africa – and Velokhaya - for Steen Reeslev, Head of Group Relations and Communications, A. P. Moller – Maersk and Anders Würtzen, the Group's Head of Public Affairs. They were accompanied by Safmarine's Antwerp-based Communications and PR Executive, Victor Shieh, visiting Velokhaya for the second time.

(A.P. Moller-Maersk ([www.maersk.com](http://www.maersk.com)) is the parent company of Safmarine, who donated the shipping containers used to construct the BMX Oval facilities).



Anders Würtzen (right) poses with LCA members, while the LCA's Siphon Mona, Amos Ziqubu and Luthando Kaka chat to Steen Reeslev (second left) and Anders Würtzen (far right)

### RIDER NEWS

#### LUTHANDO KAKA BACK ON SA SOIL

Luthando Kaka has returned to South Africa to prepare for the South African summer cycling season.

Luthando – who has spent the 2008 and 2009 cycling seasons in Europe as part of Team GMH – plans to spend the next few months competing in a number of local events before returning to Europe in 2010.

While in South Africa, he will use his newly-gained experience and knowledge to assist the LCA with the sports-specific growth programmes for the Competitive Elite riders, many of whom aspire to a cycling career in Europe and who have the potential to follow in his footsteps.

## PICK N PAY'S EMILE JACOBS MAKES US PROUD!



Another Life Cycling Academy rider competing in Europe recently was Emile Jacobs (16) - a member of the Pick n Pay Ascends team.

Emile Jacobs and fellow South African Jayde Julius were the only two U16 cyclists selected to represent South Africa at a number of European events.

Last year Emile, a former Under 14 South African Track and Road Cycling Champion (2007), was one of six South African cyclists to visit the Tour de France as part of a Velokhaya delegation.

## EVENTS

### VELOKHAYA EVENTS SECOND CAPE TOWN CYCLE CHALLENGE TAKES PLACE SOON!

Velokhaya Events will host Cape Town's second Engen Dynamic Cycle Challenge (EDCC) on Saturday, October 10, 2009. Money raised from entry fees benefits the Red Cross War Memorial Children's Hospital's Burns Unit. Visit [www.velokhaya.com](http://www.velokhaya.com) for more details on the race!

***Photos and details of the event will be featured in our next newsletter. We will also be including a round-up of the inaugural Velokhaya BMX Heritage Cup event held on August 19, 2009!***

## PROGRAMME UPDATE

### ENGEN SAFE CYCLING PROGRAMME UPDATE



The Engen Safe Cycling Programme continues to go from strength to strength, thanks to the support of our title sponsor and the many schools around the country.

The programme is currently run at schools in Cape Town, Pretoria and Durban and is on track to reaching its target of introducing cycle safety to 7500 learners, aged 8 to 12, during 2009.

A holiday programme – supported by the PPA and the City of Cape Town and held during July school break - gave children from disadvantaged areas the opportunity to participate in a number of activities. A one-day safe cycling workshop for school children was also held in Durban, at the Ciba Gorge.

Ends

*Newsletter compiled on behalf of the LCA/Velokhaya by Do Communicate. Email your feedback and comments to [info@communicators.co.za](mailto:info@communicators.co.za)*

## OUR PARTNERS

