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MEDIA RELEASE



ArcelorMittal South Africa supports national deaf rugby teams

Johannesburg, 08 November 2022: ArcelorMittal South Africa is a proud sponsor of the South African Deaf Rugby Association (SADRA). The bulk of this sponsorship will be used to prepare the women's and men's national deaf sevens rugby teams for the upcoming 2023 International Deaf Rugby Sevens, which is scheduled to take place in Cordoba, Argentina in April next year.

"We are thrilled to be able to support these two South African sports teams as they ready themselves to compete against the best in the world at next year's tournament," said Kobus Verster, Chief Executive Officer of ArcelorMittal South Africa.

It will be the first time since 1995 that the South African's men's side competes at the event, while it will be the first time ever that SADRA sends a women's team to the World Cup Championship.

The two well-qualified and experienced coaches – former Springbok's coach, Peter de Villiers, and Marlize van der Merwe, former Springboks ladies' 15s and sevens player plus Free State ladies coach - have been travelling around the country holding open trials and training camps to ensure they attract the best talent the country has to offer and garnering support for a sport which still holds amateur status in South Africa.

The company's R350 000, year-long sponsorship will go towards covering the costs of the teams' travel, accommodation, and other expenses while in Argentina; as well as to ensure that the teams are adequately equipped for the tournament.

"SADRA has shown it is an organisation willing to address gender inequality on the sports field and to drive inclusiveness from grassroots level to the boardroom," said Verster. "Rugby has proven time and again to be a sport that unites the nation. This sponsorship is an investment in South Africa's strong sporting culture, the transformation of our sporting codes and the upliftment of our youth, particularly those with disabilities."

"We are beyond excited to welcome ArcelorMittal South Africa to SADRA as our first official sponsor and we look forward to our journey together. This partnership allows us to further develop our national players, introduce a ladies' team for the first time, and assists us in getting to Argentina, where we aim to bring home a medal. Although we have a long fundraising road ahead of us, this gets the ball rolling in the right direction," says Lauren Terras, SADRA Vice President.

ENDS

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