



Media Release

Simba Cement Open International Tennis Tournament gets underway

Dar es Salaam, 01 September 2010

THE 2010 edition of Simba Cement Open International tennis tournament gets underway at Dar es Salaam Gymkhana Club from 1-4 September 2010.

Over 60 tennis athletes from across the East African region are expected to compete in what has become the largest open Tennis Tournament in the region. The players will compete for the top prizes in six categories, namely Ladies Singles, Ladies Doubles, Men's Singles, Men's Doubles, Veteran Singles and Mixed Doubles.

Six nations have been invited. These include Uganda, Kenya, Rwanda, Burundi, Zimbabwe and host Tanzania.

The four day money spinning event is generously sponsored by giant cement company Tanga Cement Company Ltd, the producers of the famous Simba Cement. The tournament is credited with bringing the enthusiasm of East African regional top tennis athletes and celebrities to a competitive platform once a year. This year the region's top player, Duncan Mugabe from Uganda, has confirmed his participation.

Erik Westerberg, the Managing Director at Tanga Cement Company Ltd., told reporters in Dar es Salaam that his company is proud to be associated with this exclusive event for the fifth consecutive year.

Westerberg said: "We are particularly passionate about the increasing enthusiasm for the tennis sport across the region that our generous sponsorship has created in the past four years. We believe

that this tournament will continue to have a great impact on the region's tennis development as it creates the perfect opportunity for athletes to test their skills.”

The sponsor has ensured that equal prizes for both men and ladies categories are maintained where both the man and lady winner will pocket a top prize of USD 1,000 and receive trophies.

The MD said the balanced prizes have played a pivotal role in creating a leveled playing field and therefore encourage more ladies to participate.

He said: “The response has been great as we celebrate this momentous season. A total of 65 competed last year. This is a good evidence that the mechanism is working towards our greater vision of strengthening tennis in Tanzania and beyond the borders.”

Organizers, the Tanzania Tennis Association (TTA) in cooperation with Dar es Salaam Gymkhana Club Tennis Section, hailed the solid partnership with the sponsor saying the strong relationship has witnessed participation of top talents from the region.

TTA Secretary General Inger Njau said the sponsorship package has improved from TZS 3.2 million in 2006 to the current USD 10,000, a factor that has made it possible to successively combine both social and competitive tennis.

Inger said: “Thanks to Simba Cement, we are happy to host the greatest tennis event on Tanzanian soil. And today, we are encouraging participation of advanced junior players as well as we are determined to expose more talents to higher competitive grounds and at the end create more enthusiasm in the tennis community.”

Previous winners:

Men Singles

2009: Jean Claude Gasigwa of Rwanda

2008: Martin Dzuwa of Zimbabwe

2007: Martin Dzuwa of Zimbabwe

2006: Martin Dzuwa of Zimbabwe

Ladies Singles

2009: Carolyne Oduor from Kenya

2008: Evelyn Otula from Kenya

2007: Evelyn Otula from Kenya

2006: Evelyn Otula from Kenya

END

Tanga Cement Company

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