



## IMMEDIATE RELEASE

### **Momentum and gsport renew partnership to promote and acknowledge women's excellence in SA sport**

5 August 2021

Momentum has renewed its sponsorship of gsport, the women's sports news source for the past 16 years. The sponsorship includes funding the Momentum gsport Awards, which seeks to not only recognise but aid women in sports on their journey to success. The renewal of this partnership comes just in time for Women's Month, in which Momentum is encouraging women to own their success and women athletes to overcome the barriers that hold them from achieving their unrealised potential across their various sports disciplines.

Until 2006, South African women's sport had virtually no public profile until the advent of gsport, founded by media specialist and cricket commentator, Kass Naidoo. The online initiative is committed to daily coverage of women's sport to bridge the gap between the disproportionately high coverage of men's sport.

Although gsport itself has fared well in its aims to shed light on the amazing women we have in the sports industry, Momentum's sponsorship has enabled gsport to achieve so much more since teaming up in 2019, Naidoo says the Momentum sponsorship has allowed gsport to introduce gsport newsletters in 2019, to successfully host the Momentum gsport Awards event despite Covid-19, live broadcast the awards on SuperSport, to partner with the Mail & Guardian to boost African women's sport media coverage and with Bayede News to boost rural sport coverage.

gsport will celebrate the 16th edition of the Momentum gsport Awards on 31 August 2021, where over 20 winners will be recognised and awarded for their achievements over the past year. Momentum has headlined the awards since 2019, and the Head of Momentum Brand, Charlotte Nsubuga-Mukasa, said: "Your momentum becomes unstoppable when you find the right people that acknowledge and celebrate the same vision that you have for women athletes in this country." The Momentum gsport Awards has greatly improved the lives and careers of its recipients over the years and the award has been won by the likes of Rio Olympic gold medallist, Caster Semenya, World Surfing champion Hayley Nixon, and Banyana Banyana star, Thembi Kgatlana, among others.

Carel Bosman, Head of Sponsorships and Events, says the sponsorship is indicative of Momentum's commitment to women's success in sport. "Momentum has showcased its



commitment to women through its sponsorship of the Momentum Proteas women's cricket team and the gsport Awards, and believes that by joining forces with people and providing the power of advice, they are enabled to achieve the success they are striving for." He says the sponsorship isn't just Momentum throwing money at something in the hopes that it will help. "We are also an advisory body, greatly involved in the workings of gsport and how we can better work together to improve the lives of women in sport."

Naidoo says: "We have just completed months of preparation and planning of how gsport will evolve over the next three years, and to have Momentum's support to go on this journey together is confirmation that we are moving in the right direction." She says Momentum has also helped facilitate a partnership with Henley to consolidate 15 years of learning enabled by the Flash Sponsorship to boost the commercialisation of women's sport.

Nsubuga-Mukasa reiterated that Momentum creates enabling environments that enable women to be unstoppable in their endeavour to achieve success. "Partnering with the gsport Awards that celebrate the successes of women in sport, is perfectly aligned to our strategy."

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