



## **Press Release.**

### **SPORTS AND MARKETING REGIONAL FORUM**

#### **Special case of ANOCA Zone V - Kigali 27-29 June 2018**

From 28-29 June 2018, ANOCA / ZONE V in collaboration with Rwanda National Olympic and Sports Committee will organize the first Regional Forum on Sports and Marketing which will take place at Hôtel des Mille Collines, Kigali - Rwanda.

The two-day forum will focus on discussing and deliberating strategic plan of each National Olympic Committee, member of Zone V, that must make full use of the Olympic Solidarity World Program, like the "Youth Olympic Games – Athlete Support" program, based on identification, preparation and participation but also the "Continental Athlete Support Grant" program oriented towards preparation of the African Games.

This forum will also provide an opportunity of mobilizing the private sector to contribute financially and efficiently to the development of sports in the region and how ANOCA can contribute to the sports activities in Africa.

The forum will bring together about 40 delegates from Rwanda Uganda, Tanzania, Egypt, Eritrea, Ethiopia, Kenya, Sudan, South Sudan, Somalia and Burundi as well as Rwanda private sector members and representatives from the Ministry of Sports and Culture, National Sports Federations and Experts from ANOCA and IOC.

At the same occasion on the 27th June 2018, ANOCA zone V will have its Executive board meeting at Kigali Serena Hotel and will be attended by 11 delegates.

As outcome, the forum will help to implement an appropriate marketing strategy that will allow for other sources of financing in order to finance not only the games but also all the activities of the Zone and creating new sources of financing.

***Rwanda National Olympic and Sports Committee***

***Communication Department.***