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#### **BOK LEGENDS EASTERN CAPE ASSOCIATION LAUNCHED**

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The Eastern Cape branch of the Bok Legends was launched at a prestigious function last night, 21st June 2012 held at Crusaders Rugby Club.

The evening was attended by ex-bok legends Johan v/d Merwe, Polla Fourie, Adri Geldenhuys, Anton Barnard, Eben Olivier, Hannes Marais, Rob Kempson, Hermanus Potgieter, Danie Gerber and Dave McDonald who heads up the National Association.

The Association hopes to create an Eastern Cape Bok Legends Supporters organisation aimed at local rugby enthusiasts. The Association will partner with local and national Bok legends and the local business community to raise funds at Golf Days, Luncheons and Guest Speaking Functions to help ailing Legends with medical expenses.

#### **KEY MESSAGES**

1. Giving Rugby enthusiasts the chance to give back to their heroes
2. Giving past Springboks the chance to continue their Legacy
3. Ensuring past Springboks maintain a bond and are remembered for their heroic success while assisting those in need
4. Ensuring sports upliftment for Eastern Cape Schools
5. Communities are centred around upgrading sporting facilities
6. Contributing to a bright future for the young and upcoming sporting stars

Richard Smith, Regional Chairperson of the Eastern Cape Bok Legends association said, "we hope to give recognition and honor to the local Bok legends for their contribution towards rugby and sport in our country and in uniting the nation. We also hope to inspire young people to live their dreams of becoming Springboks themselves and to use these Legends achievements to reach their own success. Furthermore the Association will also be directed to help with raising funds for ailing Legends who cannot afford big medical bills and to help with fundraisers to supply sports equipment and upgrading of sport fields for underprivileged schools in our metro." Smith concluded, "There is no association like this in the Eastern Cape and I think it will add value to the sporting public in our area."

**ENDS**

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