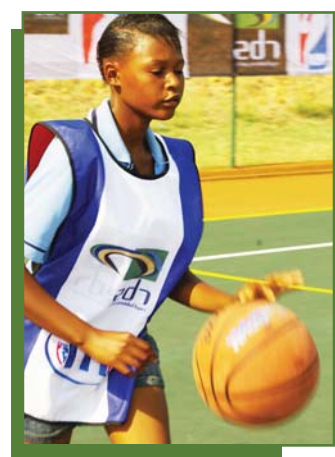


# Royal Bafokeng Basketball Challenge 2011



US-based basketball coach Joby Wright (left) and Ezzy Seabelo, Director: Intermediate and Elite Sports, RBS.



Rustenburg - Royal Bafokeng Sports and NBA have entered into a partnership to have basketball as the sixth sporting code in the Royal Bafokeng Nation. It was a hive of activity at the Royal Bafokeng Sports Palace on Friday 28 October as schools competed in the Royal Bafokeng Basketball School Challenge. Before the start of the matches, Joby Wright - the NBA Africa/Royal Bafokeng Technical Director - encouraged the players to enjoy themselves.

Wright: "I am very proud of all of you today. I urge you to respect your teammates and also to respect yourself on the court. Above all, you should enjoy yourselves." In the girls category, the Phokeng Special Team was beaten 18 - 6 by Thekwane Middle School, while Keledi Middle School beat Matale Middle School 25 - 12. In another match, Bafokeng High School defeated Lebone II College 17 - 9. Keledi Middle School (36) beat Matale Middle School (21) while Thekwane Middle School (32) narrowly defeated Phokeng (30). Lebone II also defeated Bafokeng High School 31 - 20.

These matches were the culmination of the NBA/ RBN Development Program which was launched in May this year - a multifaceted school-based basketball development initiative focusing on developing the game within the North West Province. The Royal Bafokeng NBA Development Program teaches basketball fundamentals and life skills through the Royal Bafokeng Sports' "Sports in Schools" initiative, which emphasises the value of physical education and sports as part of a holistic approach to education. The

NBA has a long history in the African continent and opened its first office in Africa in 2010, appointing Amadou Gallo Fall as Vice President for Development. NBA games, featuring ten players from Africa, are broadcasted to fans in 55 African countries and territories in five languages. Through "NBA Cares", the NBA has contributed in creating 30 places to live, learn and play in Africa, including technology centers, libraries, youth hostels, dining facilities, health clinics, homes and basketball courts. For the past eight years the NBA has conducted "Basketball without Borders Africa", a basketball instructional camp for young people that also promotes leadership, education, sportsmanship, and healthy living.

More than 100 NBA players and team personnel and more than 500 campers have participated in the camps in Johannesburg and Dakar, including former campers including Nigerian native Solomon Alabi (Toronto Raptors), Congo native Christian Eyenga (Cleveland Cavaliers), Cameroon native Luc Mbah a Moute (Milwaukee Bucks) and Senegalese native Hamady Ndiaye (Washington Wizards). The NBA's aim in partnering with the Royal Bafokeng Nation in nurturing basketball talent in the North West is to achieve a positive empowering impact on the kids. The Royal Bafokeng Nation is fast becoming a model of community regeneration for South Africa, Africa and the world. The Royal Bafokeng Stadium was and still is the first and only community-owned stadium to host a FIFA World Cup.

