

Kearsney Festival gets new sponsor

Introducing the Blythdale Coastal Resort Schools Easter Rugby Festival

The annual and highly popular Schools Easter Rugby Festival at Kearsney College, which takes place from March 31 to April 5, 2010, was recently launched.

At the function it was announced that Blythdale Coastal resort, north of Ballito and part of the eLan Property Group, has signed on as the new title sponsor of the schools rugby festival that is in its third year.

"We are thrilled to be able to give something back to rugby development, which complements our long relationship in rugby with the South African Rugby Legends Association (SARLA)," says eLan CEO Mark Taylor, himself a Kearsney College old boy.

"We see this as a long-term investment and are proud to position our latest development at Blythdale Coastal Resort in the title role. This environment is the ideal family resort, and fits the profile of Kearsney and the participating schools' families.

"Part of our strategy is to make the festival the place to be over Easter, so that families book it on their holiday calendar."

Since the inaugural Schools Rugby Festival at Kearsney in 2008, The Sharks Academy and

Varsity College have provided a unique offering. Three top players are identified and announced at the Festival and offered bursaries to join The Sharks Academy and study through Varsity College.

In addition to Blythdale Coastal Resorts and The Sharks, the Festival offering is enhanced through sponsorship from Mr Price, while world-class medical back-up is provided by ER24 and the Life Healthcare Group, Powerade and Wiehahn, who assist with supplies and logistics.

Kearsney headmaster Elwyn van den Aardweg announced another impressive lineup of school attending this year's Festival.

"The schools hail from five provinces and include Grey College (Free State); EG Jansen; Marais Viljoen; Monument (all Gauteng); Selborne College, Nico Malan (Eastern Cape), Upington (Northern Cape), Glenwood and the hosts Kearsney (KZN).

"The 10th team is a Blythdale / eLan Invitational XV comprising players from the KZN Development programme. A primary school category will also be introduced this year and run in conjunction with the high school matches.

Flagship PR



Mark Taylor, Leon Schuster (actor and comedian) and John Allan (SARLA). A former Free State and Shimlas player, Schuster will be supporting Grey Bloem at the Festival.



Mark Taylor (eLan), Craig Clay-Smith (The Flagship), Elwyn van Aardweg (Kearsney College).