



Press Release

NCBA Boosts Golf Investment to 18 Million for Kenya Golf Union and Junior Golf Foundation in 2024

Sigona, Wednesday, 24th January 2024: NCBA Bank has today renewed its partnership with the Kenya Golf Union (KGU) and the Junior Golf Foundation (JGF) Kenya in support of their golf activities for the year 2024.

Through the partnership, the bank has pledged **KES 6 million** support to KGU in support of the 2024 Kenya Golf Amateur Golf Championship (KAGC) Series. The financial infusion is designated for the enhancement of cash awards for amateur golfers, building on the success of a similar initiative in 2023.

At the same time, the Junior Golf Foundation Kenya will receive **KES 12 million** in support of the 2024 Junior Golf Series events. The sponsorship is aimed at supporting junior golf development in the country, reinforcing NCBA's dedication to nurturing young talent.

The partnership was announced today at Sigona Golf Club. Speaking at the event, Sports Cabinet Secretary Hon Ababu Namawamba hailed the partnership as a major step in the elevation of golf in the country. In a speech read on his behalf by Evans Achoki, Secretary Administration, State Department of Sports Secretary, he said:

"This partnership between NCBA Bank, the Kenya Golf Union, and the Junior Golf Foundation is a major step in elevating golf in our country. NCBA have demonstrated their steadfast commitment towards elevating the sport as evidenced by their generous financial support for both KGU and JGF, and I therefore would like to extend my gratitude to NCBA for being a valuable partner. This collaboration marks a significant milestone in our continuous journey to uplift and inspire the next generation of golfing talents in Kenya and I would like to assure you of the government's commitment in supporting such initiatives which align with our collective goal of elevating the standards of golf in Kenya."

While announcing the sponsorships, NCBA Group Managing Director John Gachora said that the move cements the bank's commitment to support the development of golf in the country through promotion of talents from the junior to the senior ranks.

"We are very delighted to renew our partnership with the Kenya Golf Union (KGU) and the Junior Golf Foundation Kenya (JGF) as title sponsors for the 2024 Kenya Golf Amateur Golf Championship and the 2024 calendar events of the Junior Golf Foundation Kenya. This renewal marks a significant milestone in our commitment to the growth and development of the sport of golf in our beloved country. As NCBA, we recognize the profound impact that sports, and specifically golf, can have on individuals and communities, and it is in this spirit that we continue our unwavering commitment to support and promote the growth of golf in our country," said Gachora.

On his part, KGU Chairman Phillip Ochola said; "On behalf of the Kenya Golf Union, I extend our sincere gratitude to NCBA Bank for their invaluable partnership, which is a game-changer in the realm of golf development in our nation. NCBA's support signifies not only their commitment to the sport but also their understanding of its significance in fostering talent. This partnership is a beacon of hope for the golfing community, and we look forward to collectively achieving new heights in the promotion of the game. Thank you, NCBA, for being a pivotal force in shaping the future of golf in Kenya."

In 2023, the NCBA sponsored the KAGC series to the tune of KES 5 Million which enabled 162 players to earn a living from the sport. This supported their participation in more tournaments and led to an improvement in the standard of the game of golf in the country. From the series six amateurs: **Isaac Makokha, John Lejirma, Josphat Rono, Michael Karanga, Taimur Malik** have gotten an opportunity to participate in the DP World Tour sanctioned Magical Kenya Open to be held on 22nd-25th February 2024 at Muthaiga Golf Club.

On the junior front, NCBA sponsored the Junior Golf Series to the tune of KES 7.6 million geared towards junior tournaments and golf development programs. NCBA was also the title sponsor of the NCBA Kenya Invitational – a US Kids Golf Regional Championship event that attracted 110 juniors from 12 countries. The Junior Golf sponsorship by NCBA allowed over 1500 juniors to play in tournaments across the country and supported weekly junior coaching sessions across the country that allowed the game to grow from the grassroots. 50 coaches were also trained in 2023, increasing the pool of certified coaches to 100.

The Kenya Golf Union has rolled out a total of 28 tournaments which start this weekend with the 65th edition of the Sigona Bowl at Sigona Golf Club. On the other hand, the Junior Golf Foundation will start the junior series with the first event of the U.S. Kids Golf Foundation NCBA Nairobi Local Tour on 4th February 2024 at Vet Lab Sports Club. The foundation is set to host more than 43 tournaments in 2024 across the country.

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