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## BARCLAYS UNVEILS 2017 KENYA OPEN GOLF TOURNAMENT

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- *Event returns to its roots, the Muthaiga Golf Club, after 5-year stint at Karen; the first Kenya Open teed off at the Muthaiga Club.*
- *Barclays to invest Kshs. 50 million in next year's tournament*

**Wednesday, December 14, 2016...** Barclays Bank of Kenya has today announced a Kshs. 50 million sponsorship deal for the 2017 Barclays Kenya Open tournament as part of its three-year partnership with the Kenya Open Golf Limited. The sponsorship will see Barclays Bank of Kenya remain title sponsors of the tournament for a seventh consecutive year – making the bank among the longest-serving title sponsors of the tournament since its inception in 1967.

The tournament returns to the Muthaiga Golf Club, where it made its debut in 1967, from the 23<sup>rd</sup> to the 26<sup>th</sup> of March 2017. This follows a 5 year run at the Karen Country Club. It is expected to rake in a record attendance of over 10,000 spectators – attesting to the tournament's growing stature through the years.

The event, in its 49th edition, will see the participation of a total of 156 golfers from across the globe battling for the top prize money of 32,000 Euros. Kenya is set to be represented by a contingent of 26 players; 22 pros and 4 amateurs.



"Today we are announcing a total investment of Kshs. 50 million for next year's event all of which will go towards building the profile of the tournament with a special focus on making the fans' experience better and more interactive. This goes to illustrate our commitment and dedication to the growth and development of golf in the country through the tournament," said Jeremy Awori, Managing Director, Barclays Bank of Kenya.

Speaking at the sponsorship announcement ceremony, the Kenya Open Golf Limited Chairman, Peter Kanyago said that they expect a more competitive Kenyan team in next year's tournament as a result of the training being offered by the European Challenge Tour officials slated for the 14<sup>th</sup>-16<sup>th</sup> of December at the Muthaiga Golf Club.

"Kenyan Pros are, for the first time in the history of the tournament, getting training courtesy of the European Challenge Tour ahead of the tournament next year. The training has targeted 22 Kenyan Pros, who were selected by the Professional Golfers of Kenya Association," he said.

Preparations for the 2017 Barclays Kenya Open are in top-gear with organisers expecting an increase in attendance to this year's tournament due to a number of factors including ease of accessibility to the venue.

The 2017 tournament will be preceded by a Pro-Am tournament that will be sponsored by Barclays Bank to give Kenyan amateurs an opportunity to play with, and learn from, the best in the sport from all over the globe.

**Ends.**

### **About Kenya Open golf tournament**

The Barclays Kenya Open is a golf tournament that was founded in 1967 and has been an event on the European based Challenge Tour schedule since 1991. It was held at the Muthaiga Golf Club near Nairobi every year except in 1968, 2004–2008 and since 2013 when it was held at the Karen Country Club. The tournament attracts an average of 9,000 people annually and the plan this year is to deliver a deliberate demystification campaign in order to drive more interest in the game.



The Tournament attracts elite golfers from all over the world and is currently the second oldest event under the PGA European Challenge Tour. The Barclays Kenya Open title has been won by some of Europe's biggest Ryder Cup stars such as Seve Ballesteros, Ian Woosnam, Ken Brown and Christy O'Connor Jr, as well as future Masters Champion Trevor Immelman. The most successful player is England's Maurice Bembridge, who recorded three victories between 1968 and 1979.

**For further information about The Kenya Open, please visit the website [www.kenya-opengolf.com](http://www.kenya-opengolf.com)**

### **About Barclays Bank of Kenya**

Barclays Bank of Kenya is one of Kenya's leading financial institutions. Established in 1916, Barclays has been a major player in Kenya's financial landscape engaged in personal banking, Enterprise, credit cards, corporate and bancassurance. The bank offers end to end financial solutions to retail, enterprise and corporate customers and its regional and global footprint enables it to offer cutting edge financial solutions to its clients. The bank is a leader in the credit card space. It has also been associated with a number of market firsts including the launch of the first ATM, Sharia Banking and unsecured lending. The bank has presence in 38 counties. It has 121 branches, 229 ATMs and a robust Internet and Mobile banking platform. The bank's purpose is to help people achieve their ambitions – in the right way.

**For further information about Barclays, please visit our website [www.barclays.co.ke](http://www.barclays.co.ke)**

### **About Muthaiga Golf Club**

Muthaiga Golf Club, proudly called the Home of Golf, is in many ways the ultimate embodiment of Kenya's unique marriage of ancient golf tradition and a modern 18 hole championship golf course. The club has undergone a rebirth as one of the most prestigious and challenging courses in the region following an extensive course reconstruction by the celebrated South African course designer Peter Matkovich, which in 2004 returned Muthaiga to prominence as the finest course with the fastest greens in East Africa. Winding through the lush woodlands of Karura Forest, Muthaiga Golf Club offers a great ambiance with numerous lakes and ponds.