

**Attention: Sports Editor**

**11<sup>th</sup> April, 2008**

**NEWS RELEASE**

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**Secondary School Games receive Ksh. 5 million Sponsorship**

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**Brookside Dairy today announced a Ksh. 5 million sponsorship to fund the finals of the secondary schools national games.**

**The company's General Manager for Sales and Marketing Mr. Elias Ocholla presented part of the sponsorship of Ksh. 2.1 million to the Kenya Secondary School Sports Association (KSSSA) at a press briefing at the Norfolk Hotel to go towards funding the First Term finals starting at Mang'u High School next week.**

**Mr. Ocholla presented the sponsorship to the KSSSA Patron Mr. Enos Oyaya who is also the Director of Quality Assurance at the Ministry of Education.**

**The GM said Brookside Dairy was impressed with the organization of the games which is why it was increasing the sponsorship to Ksh. 5 million from the Ksh. 4 million donated to the games last year, and Ksh. 2 million in 2006.**

**Mr. Oyaya said the ministry was concerned that despite impressing at the junior level, most talented students at the secondary school games have not been able to enjoy the same success at the senior level.**

He said the ministry was particularly concerned about the girls category where those excelling at the school games have not enjoyed much success at the senior level.

The KSSSA Patron said the ministry was trying to address these challenges, but said he was happy that the direct intervention of some corporate organizations like Brookside Dairy was helping address the issue.

He noted that Brookside Dairy was sponsoring a scholarship program where students excelling in soccer during the school games are given a chance to train with Thika United FC.

The scholarship has seen several students being taken into the first team of Thika United FC while four of them are now playing with Harambee Stars.

**ENDS**

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