

ESPN Africa and Koodoo.co.za sign boxing sponsorship

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The Walt Disney Company Africa and **Koodoo.co.za** today announced that they have entered into a multi-event sponsorship for the **ESPN Africa Boxing** series. The agreement officially kicks off with the **ESPN Africa Boxing 21** event that will take place in Johannesburg on 22 September 2022.



Showcasing a diverse range of the continent's best boxing talent and sanctioned by Boxing South Africa (BSA), **ESPN Africa Boxing** events take place on a monthly basis on Thursday evenings. With five main fights per event, and two undercard bouts on each bill, **ESPN Africa Boxing** features male and female boxing talent from across Africa. The September event is the 21st iteration of the series.

The fights are broadcast live on ESPN Africa (DStv 218, Starsat 248) catering to the immense popularity of the sport on the continent, as well as on several broadcast partners across the globe. ESPN delivers a high-quality boxing viewing experience with premium broadcast production, accompanied by all of the fanfare behind the scenes.

A division of Gamefinity, Koodoo.co.za is an e-commerce channel with the core focus of bringing the world's leading gaming entertainment content and products to customers. The company represents brands in the gaming entertainment space such as PlayStation, Warner Bros Gaming, Bethesda, Konami, Techland, Milestone, Capcom, SEGA, and Nacon.

"Exciting times for us at Koodoo.co.za partnering with The Walt Disney Company Africa and **ESPN Africa Boxing** series to bring another dimension of our business to our customers," comments Nalisha Pillay, general manager for Koodoo.co.za.

"We are delighted to welcome Koodoo.co.za as an official sponsor of the **ESPN Africa Boxing** series," said Kyle de Klerk, director: Sports Commercial and Business, The Walt Disney Company Africa. "As boxing is one of the most celebrated and followed sports, we are excited to be collaborating with this premiere technology company to further elevate our **ESPN Africa Boxing** series' presence in reaching more viewers and in-person audiences across the country."

As one of the world's leading sports broadcasters, ESPN brings an unparalleled portfolio of sporting content and documentaries to its viewers across the world. In Africa, the broadcaster extends this offering by showcasing European

football and various other international franchises, such as the **English Football League (EFL)**, **Scottish Professional Football League (SPFL)**, **Dutch Eredivisie** and **Major League Soccer (MLS)**, as well as various African sports tournaments such as the **Basketball Africa League (BAL)** and the **ESPN Africa Boxing** series.

For updates regarding **ESPN Africa Boxing** and other sports, fans can connect to **@ESPNAfrica** on Facebook, Twitter and Instagram or visit <https://www.espn.com/>.

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