

# PPC partners with WPCA to rename Newlands Stadium

Cement supplier PPC has joined forces with Newlands Stadium, one of the world's most prestigious venues and a stronghold of South African cricket, to rename the stadium PPC Newlands.



Nabeal Dien, CEO of Western Cape Cricket Board and Darryl Castle, CEO of PPC Limited

"We're exceptionally proud to be creating a new moment in history for these two champion brands and are looking forward to adding real value to the sport, the community and, ultimately, the country through this new legacy partnership with the Western Province Cricket Association," said Darryll Castle, CEO of PPC Ltd.

That is not only because of the commercial value of this partnership, but also because the values that underpin the PPC success are so similar to the philosophy that has been a key to the Western Province Cricket Association's (WPCA) approach.

The WPCA is keen to add to the fans' cricketing experience as redevelopment plans of Newlands are under way. This will involve the transformation of suites to mixed-use facilities, including a cricket museum, offices and cafes.

For more, visit: <https://www.bizcommunity.com>