

Africa's Premier Social Football League returns

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Having launched as Castle Africa 5s in 2018, Africa's Premier Social Football League makes an impactful return for the third successive year. Since the launch of this unique social league, the continental five-a-side football showpiece has extended its reach in an effort to cultivate friendship bonds beyond borders. As of 2019, the campaign has been renamed to Africa Fives, as it is more inclusive, which is seen with the collaboration of seven ABinBev brands from across Africa.



Africa 5s Campaign Ambassador – Samuel Eto'o & Castle Lager Brand Director – Ms Kudzi Mathabire during the 2020 Africa 5s Media Launch in Lagos Nigeria.

In 2018 the campaign launched with six countries mainly from the Southern parts of Africa: South Africa, Zambia, Swaziland, Lesotho, Zimbabwe and east African country, Tanzania. Last year, saw a major step-up with the addition of three more countries in Ghana, Nigeria and Uganda. In addition to widening the leagues footprint into other countries, as a brand rooted in inclusivity and social belonging, a women's division was introduced to the League.

The 2020 edition is set to make an even bigger impact across the continent as the tournament will be extended from 8 to 16 countries in both the men and women's division. Furthermore, the vibrant cross-continent tournament will be opened to amateur and professional players.

Castle Lager Brand Director, Kudzi Mathabire shared her excitement for the campaign's refresh which will see Castle Lager partner with six other ABinBev beer brands, "Each year we aim to take this league to greater heights by expanding our footprint across the African continent. To effectively reach this footprint, we need a greater understanding of how each country operates and what better way to do so than partnering with brands that have that knowledge. Although the experience will be the same across the board, we acknowledge that each country has their own unique way of operating and we celebrate the melting pot of cultures coming together through a sport that we all love - football." added Mathabire at the campaign media launch event in Lagos, Nigeria.



Trophy Ambassador – Joseph Yobo, Marketing Director International Buweries Nigeria – Ms Tolulope Adedeji; Africa 5s Campaign Ambassador – Samuel Eto'o & Castle Lager Brand Director – Ms Kudzi Mathabire during the 2020 Africa 5s Media Launch in Lagos Nigeria.

Trophy will manage the Nigerian leg of the tournament, while Castle Lager will manage six of the countries in Lesotho, Mauritius, South Africa, Swaziland, Zambia, Zimbabwe. Carling Black Label will manage Botswana and Namibia along with Dourada (Mozambique), Safari (Tanzania), Nile (Uganda), Club (Ghana) will each manage a single country. The entries from Cameroon, Senegal and Ivory Coast will be handled by the tournament's activations agency.

Entry Dates:

COUNTRY	BRAND	DATE
Botswana	Carling Black Label	19 Feb - 21 April
Ghana	Club	
Lesotho	Castle Lager	1 March -25 April
Mauritius	Castle Free	2 March - 25 April
Mozambique	Dourada	23 April
Nigeria	Trophy	1 May
South Africa	Castle Lager	15 Feb - 31 March
Swaziland	Castle Lager	1 March - 25 April
Tanzania	Safari	06-Mar
Uganda	Nile Special	1 March - 25 April
Zambia	Carling Black Label	1 March - 25 April
Zimbabwe	Castle Lager	1 March - 25 April

Consumers from the various countries will have to stay tuned to the allocated brand communication for entry mechanics, alternative can visit campaign website on www.Africa5s.com / Twitter page:- @Africa Fives or follow the #Africa 5s to further engage on the campaign.

Male and female country winners from each market, will get an opportunity to represent their country at the Continental finals scheduled to take place in South Africa between the 16th and 20th of July 2020 . This showpiece will see two Continental final winning teams, each bag an all-expenses paid trip to the Serie A classic derby between Inter Milan and AC Milan later this year, hosted by the renowned legend and Africa 5s ambassador Samuel Eto'o.

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