

Levergy agrees on partnership with JAG Foundation

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2017 Discovery Sport Agency of the Year, Levergy has agreed on a pro-bono partnership with the JAG Foundation, South Africa's biggest sports development programme. As part of the agreement, Levergy is to develop a strategic plan for Vision 2020, the foundation's roadmap, to realise its ambition of becoming the largest sports development program in the world. This partnership will include assisting on public relations, social media, activations and events, content production and brand strategy.



"We are extremely excited to be partnering with Levergy to assist us in reaching our goals. I have been following their success story for some time, they will bring a wealth of expertise to the programme. Together, we're in a great position to realise our ambitions," commented Karl Westvig, businessman and chairman of the JAG Foundation

Established in 2007, the JAG Foundation utilizes sport and play as a catalyst for change, exposing children in disadvantaged communities to an alternate life path. Headquartered in Cape Town, the foundation reaches 32,900 children on an annual basis across 12 communities with programmes in rugby, netball, running, mountain biking and JAG Bully Proof, a nationwide anti-bullying roadshow. The Foundation's alumni include Team Dimension Data rider Nic Dlamini.

Levergy CEO Clint Paterson, said: "We were inspired by Karl and his team's work in building the JAG Foundation to what it is today and by their vision for the program over the next few years. We're delighted and privileged to be assisting them through our various service offerings. We've become fully invested in Vision 2020 and are excited to get started."

The partnership will also include internship and mentorship opportunities for JAG Foundation alumni to gain work experience at Levergy, exposing them to the world of sports marketing and communications.

"We've had a successful 2017 on all fronts at Levergy. The opportunity to partner with the JAG Foundation is definitely one of the year's highlights," concluded Paterson.

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