



**EMBARGOED UNTIL THURSDAY 9th FEBRUARY 2023
11:00AM GMT**

Vitality Announced as Title Sponsor for the Vitality Netball World Cup 2023

Vitality has today been announced as the title sponsor for the Vitality Netball World Cup 2023 (VNWC2023), taking place at the Cape Town International Convention Centre from the 28th July until the 6th August 2023, with phase two of ticket sales for the event taking place from tomorrow.

Vitality is part of Discovery Group, based in South Africa, and Discovery's Chief Marketing Officer Firoze Bhorat, has shared Discovery's excitement ahead of being part of the first Netball World Cup on the African continent.

Bhorat said: "We're thrilled to play a role in hosting the most prestigious event of a sport that's so loved, both locally and around the world,"

"As always at Discovery, we remain focused on inspiring South Africans to get more active.

"This year, we aim to lend support not just to the talented athletes of our national team (The SPAR Proteas), but also more broadly to promote the most popular sport for women in the country.

"Given the inequity of sponsorship in sport, this is a deliberate indication of our support for women in sport.



“We believe that through the sport of netball we will be able to inspire South African women and girls to live more active, healthier lives by playing the sport they love.”

Priscilla Masisi, Tournament Director for the VNWC2023, is equally excited about the news and expressed her gratitude for the continued support of Vitality, saying: "It takes sponsors like Vitality to deliver a successful Netball World Cup, and we appreciate them coming on board along with our other premium partners - SPAR and Telkom.”

World Netball CEO, Clare Briegal added: “We are thrilled to have Vitality on board as the title partner for our pinnacle event once again. This is a special and significant time, not just for the host, South Africa, but also for the African continent, as it will be the first Netball World Cup to be held in Africa.”

“Vitality, part of the Discovery Group, has been an amazing partner and supporter of the growth of domestic and international netball and their programmes have created real impact at both grass roots and elite levels.

“It is fantastic that they will now be able to help us continue to create better lives through netball as they become our title partners for the Vitality Netball World Cup 2023.

“World Netball would like to thank Vitality for their continued support in helping us to grow, play and inspire.”



Phase two of ticket sales for the VNWC2023 starts tomorrow, 10th February, and tickets can be purchased via the official tournament website:

<https://nwc2023.org.za/tickets/buy-your-tickets-here/>.

For more updates and specific timings of the ticket sales, make sure you are following Netball World Cup on [Twitter](#), [Facebook](#) and [Instagram](#).

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Image:



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Notes to Editors:

World Netball

World Netball is the sole, internationally recognized governing body for netball affiliated to GAISF, the International World Games Association and the Association of Recognised International Sports Federations (ARISF), receiving funding from the International Olympic Committee.

World Netball creates a better world through netball, inspiring netballers to embrace opportunities and achieve their potential. Netball is played in more than 100 countries around the world with 79 National Netball Associations affiliated to World Netball. The associations are grouped into five Regions – Africa Netball, Americas Netball, Asia Netball, Europe Netball and Oceania Netball – each with a respective Regional Federation. Regional Federations are an integral part of the global governance structure and assist in the development and implementation of World Netball's Strategy To Grow, To Play, To Inspire, policies and the development of the sport in their respective regions.

The Netball World Cup (NWC), previously known as the World Netball Championships is netball's flagship event owned by World Netball, and it brings together the top 16 teams in the world every four years. The hosts of the NWC automatically qualify for the competition, as well as the top five teams in the World Netball World Rankings on the date of qualification. The remaining 10 teams are decided through qualifiers in World Netball's 5 regions, as the top two teams from each qualifier will be invited by World Netball to compete at the NWC. The NWC, which first started in 1963, showcases netball around the world through a range of broadcast partners introducing Netball to a whole new audience.

World Netball Congress is also held alongside the event providing a global forum for Netball nations to come together, innovate, share ideas and celebrate women in sport. The Netball World Cup 2023 will be held in Cape Town, South Africa from the 28th July to the 6th August 2023 at the International Convention Centre.



For more information on World Netball visit www.worldnetball.sport

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