

EMBARGOED UNTIL TUESDAY 5TH OCTOBER 2021 – 10:00 BST

World Netball names South Africa captain Bongi Msomi Africa Athlete Ambassador as it aims to Grow, Play, and Inspire

Following the International Netball Federation's (INF) official rebrand to World Netball, the international governing body has announced the appointment of Bongi Msomi as an official ambassador.

Protea's captain and one of the sport's most recognisable and popular athletes, Msomi will take on the role of Athlete Ambassador for the Africa region, as South Africa looks ahead to hosting the sport's most prestigious competition when the Netball World Cup comes to Cape Town in 2023.

Commenting on the announcement, World Netball President Liz Nicholl said:

“Not only is Bongi an incredible athlete who has brought joy to netball fans everywhere through her dynamic playing style, off the court her commitment to raising the profile of the sport and using netball as a vehicle to empower and educate young women and girls is extraordinary.

“With the Netball World Cup coming to South Africa in just under two years' time, Bongi is the perfect person to help us highlight and inspire growth in netball throughout Africa as we head towards this landmark tournament.”

Commenting on her role, Msomi said:

“Netball has completely changed my life and given me experiences I could never even have dreamt of as a young girl. I am grateful to the people who have paved the way for me, so I am honoured that I will be able to inspire other women and girls and be a role model to them through my position as a World Netball ambassador.

“I am looking forward to working with World Netball to show more people across the world what an incredible sport netball is and the opportunities it brings.”

World Netball has revealed a team of ambassadors representing the organisation’s newly launched Values. Together, the Values reflect World Netball’s commitment to operating within an ETHICAL framework. The ambassadors announced to date can be viewed [here](#).

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Image:



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Notes to Editors:

World Netball is the sole, internationally recognised, 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 76 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 implementation of World Netball policies and the development of the sport in their respective regions.

For more information visit www.worldnetball.sport