



INHLONHLA CONTRIBUTES E35 000 TOWARDS THE IMBUBE MARATHON.

By Inhlonhla Communications

MBABANE – Following a three-year break due to COVID-19 and other issues, the Imbube Marathon has been returned with almost E35 000 from Inhlonhla.

During the replica cheque presentation, Inhlonhla, expressed the company's enthusiasm for being able to support the Imbube marathon yet again. They clarified that the commitment was a component of their Corporate Social Investment (CSI) to the nation.

Inhlonhla emphasised that local businesses have to take part in these kinds of events since it was advantageous to them as well.

“We are thrilled to have played a part in the Imbube Marathon's return this year, following a three-year absence. Such gatherings are crucial to the nation because they bring everyone together, including the businesses that participate, was said.

The sponsorships were announced by ENPF's Board Chairperson, Mduduzi Gina, at the Happy Valley Hotel.

The donations towards the Imbube marathon stood at E660 000 at the time, following previous donations made by Standard Bank Eswatini, Stefanutti Stocks, Build It Mbabane, Manzini Municipality, and Old Mutual Eswatini.

The ENPF Chairperson expressed his gratitude on behalf of the Fund and noted that it is their social responsibility to ensure that members live a healthy lifestyle. “We



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are immensely grateful for the donations that we have received from Ubombo Sugar Limited, Unifoods, and Inhlonhla for this generous donation. This is more than a race; it is a celebration of our heritage. By supporting the marathon, we are contributing to the socio-economic development of the country.”

He said the funds will be used to support other initiatives in the country.

In his speech, ENPF CEO Prince Lonkhokhela said that the marathon has grown in size as it is now an international competition. He claimed that the country's tourism industry will gain a great deal from it becoming an international event.

EmaSwati were urged by the CEO to sign up for the marathon, which he said was now available. He warned that late registrants would be subject to an E50 fine.

“We strongly advise everyone to make the most of the extended early registration period, which ends on September 10, 2023. The late registration period, which



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runs from September 11 to October 22, 2023, has a penalty of E50. Worth noting is that this is the first time the event will be held since the COVID-19 pandemic struck.

The CEO added that this year's competition is also inclusive and special, as it will feature the elderly and people living with disabilities. The aforementioned group will not be paying to participate in the race.

PSPF Acting CEO Futhie Tembe was also quick to point out that they are still open to more sponsors, should organisations, corporations, and individuals be interested.

“It is also important to mention that we are still in discussions and actively seeking additional sponsors. We welcome any organisations or individuals who wish

to partner with us and be part of this incredible journey. The opportunity to support the Imbube Marathon is still open, and we look forward to forging new partnerships.”

Arguably, one of the highlights of her presentation was the announcement that three of the Imbube Marathon's major races have been officially certified by the governing body of world athletics.

“I am delighted to announce that all three major races of the Imbube Marathon, namely the 42.2 kilometres, 21.1 kilometres, and 10 kilometres, have been officially certified by the governing body of world athletics. This certification is a testament to the exceptional quality, organisation, and standards of our marathon.”

“This is a historic moment for Eswatini as we proudly unveil our

internationally recognised marathon. We believe that this achievement will serve as a catalyst, attracting more international runners to join us in this remarkable event. The certification not only validates the excellence of our marathon but also opens up new opportunities for our local athletes to compete on a global stage.”

Other noticeable sponsors for this year entail Standard Bank Eswatini, which donated E350 000, and Stefanutti Stocks, which came through with E100 000. Old Mutual is the third largest sponsor so far with E50 000, while Build It Mbabane donated E10 000, and Manzini City Council donated E20 000. Ubombo Sugar Limited donated E50 000; the Industrial Development Company of Eswatini (IDCE) donated E25 000; and, Unifoods donated E20 000.

