

East Coast Radio and the Sunfoil Dolphins celebrate renewed partnership

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Two brands synonymous with KwaZulu-Natal's unique lifestyle offering are celebrating a renewed partnership. East Coast Radio and the Sunfoil Dolphins announced details of their strengthened synergy at a media breakfast at The Platinum Club, Sahara Stadium Kingsmead.



Andile Phehlukwayo (Sunfoil Dolphins player), Boni Mchunu (ECR's General Manager), Pete De Wet (Sunfoil Dolphins CEO) and Msizi James (ECR presenter) at the media launch of the renewed partnership between Sunfoil Dolphins and East Coast Radio.

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Ricky (East Coast Radio presenter), Morne Van Wyk (captain of the Sunfoil Dolphins), Msizi James (ECR presenter) and Sibonelo Makhanya (Sunfoil Dolphins player).

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"We believe there is a strong synergy between the two brands. Both are passionate about KwaZulu-Natal and both are fun but both of us are serious about what we do," says East Coast Radio's General Manager, Boni Mchunu. "We look forward to working closer with the Sunfoil Dolphins, and having a stronger brand presence at Sahara Stadium Kingsmead. We want to get back to the days of full stadiums, a wonderful family and fun atmosphere for all the home matches."



Morne Van Wyk (captain of the Sunfoil Dolphins), Msizi James (ECR presenter), Boni Mchunu (ECR's General Manager), Pete De Wet (Sunfoil Dolphins CEO), Ricky (ECR presenter) and Dave Miller (Sunfoil Dolphins player)

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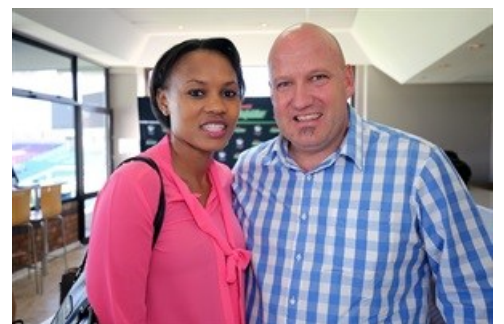
Dave Miller (Sunfoil Dolphins player), Andre Bloem (ECR sports editor) and Morne Van Wyk (captain of the Sunfoil Dolphins) at the media launch.

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The partnership sees East Coast Radio's logo included on official Sunfoil Dolphins' kit. The station will have access to players at all times and will also broadcast from the Sahara Stadium Kingsmead during key matches.

"This is an important milestone for the Sunfoil Dolphins," says the team's CEO, Pete De Wet. "East Coast Radio has been a loyal partner of our franchise for many years and I am very pleased that we have extended this relationship. This support goes a long way towards ensuring that our fans are up to speed with everything that is happening at the Sunfoil Dolphins."

Photos: Abhi Indrarajan



East Coast Radio's General Manager, Boni Mchunu and Sunfoil Dolphins CEO, Pete De Wet, look forward to working with each other as both brands renewed their partnership.

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