

KickOff.com enters Ghana market

KickOff.com, South Africa's biggest standalone soccer website, has announced a new addition to its online stable in the form of www.KickOffGhana.com.

Launched ahead of the 2008 Africa Cup of Nations, the site follows the highly successful brands of www.KickOff.com (<http://www.kickoff.com/>) and www.KickOffNigeria.com (<http://www.kickoffnigeria.com/>) into the market-place, providing soccer fans in the West African country with in-depth coverage of their domestic and international game.

"KickOff.com is a respected brand across the African continent, known for its accurate and insightful coverage that delves deeper into issues in the game than most soccer websites," Nick Said, Online Manager for the KickOff.com stable, says. "We are thrilled to be able to bring Ghanaian fans, some of the most passionate in the world, their own website where they can congregate as a community of soccer love to get the latest breaking news, or discuss developments in their game with other like-minded supporters."

The website will be administered out of Accra by Editor Michael Oti Adjei, an experienced journalist who has worked online, in print, television and radio in Ghana and across the continent.

"It is not enough these days to simply supply users with the news, you need to give them a platform where they can comment on that news and feel like they are participating in forums with other fans," Adjei says.

"That is what we aim to provide, a website that users can feel a part of through the many channels of interaction we have."

Said adds that there is plenty more to come from all of the KickOff.com sites.

"This is just the beginning for us. Over the coming weeks and months we will be adding a lot more functionality to make the user experience an even better one. Watch this space!"