

Bestmed sponsorship to help promote a healthy lifestyle

South African medical scheme Bestmed announced on 20 June 2013 that it will be helping to promote a healthy lifestyle by sponsoring the Intersivity Cycling Championships in conjunction with the Nelson Mandela Metropolitan University (NMMU). The event will take place in Port Elizabeth, home to NMMA whose team mates are also known as the Madibaz.



According to Alan Fritz, executive head of sales, marketing and distribution, events such as these are in line with Bestmed's objective of promoting healthy lifestyles through participation in sports and building the nation.

A commitment to wellness

"For Bestmed particularly it reinforces our commitment to our five wellness pillars namely: Be Active, Be Safe, Be Nutri-Wise, Be Happy and Be Fin-Wise. The Eastern Cape is a key area for Bestmed as there is an abundance of young talent which is the heartbeat of our cycling development programme, and the university enhances this strategy by hosting this Intersivity Cycling event," explains Fritz.

Fritz says, as a corporate sponsor of NMMU and in particular cycling, Bestmed has been applauded by sports organisations for its participation in developing and supporting sports.

He elaborates, "To witness the development and progression of young talented athletes in cycling, and other sport, is extremely rewarding for the nation. As South Africans we have a heritage of producing world-class athletes and it is our role as a business to support the talent that we have. This is a wonderful opportunity to give back to the community that we do business in.

"NMMU believes that Bestmed's commitment to developing sports stars and its contribution over the years has assisted to build a pool of talent that will make South Africa proud on the world stage."

For more information, go to www.bestmed.co.za.

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