



## Pink Lady® and Tru-Cape in an EPIC sponsorship!

Join us by raising money for the Tygerberg Hospital Breast Clinic Transport Fund.

Pink Lady® and Tru-Cape are, once again, co-sponsoring two inspiring cyclists Sakkie and Hannes Hanekom to ride the Cape Epic as part of our fundraising initiative for the Tygerberg Hospital Breast Clinic Transport Fund.

Being diagnosed with Breast Cancer and mustering up the courage to fight the disease is one thing in itself, not being able to go for your treatment because you do not have the funds to cover the transportation costs to and from the clinic is another challenge you would not want to face as well. The Transport Fund helps those who cannot afford the transport cost to and from the clinic by supplying the necessary financial assistance for patients to attend their regular treatments.

The demanding nature of the Absa Cape Epic is truly a testament to the resilience of the human spirit; qualities which Pink Lady® and Tru-Cape believe are embodied in their support for the Tygerberg Hospital Breast Clinic Transport Fund.

“There is something special about riding with your brother in something as tough as the Absa Cape Epic. This will be our 7<sup>th</sup> Absa Cape Epic ride together and we are really excited to be riding the 100<sup>th</sup> stage together through one of our farms as well.” commented Hannes Hanekom.

Sakkie Hanekom added “I’m very excited to be back in the saddle alongside my brother, for our charity and sponsors (Tru-Cape & Pink Lady®). Through their tireless fundraising, Pink Lady® apples add so much value to the lives of people in need that it’s impossible not to be proud to be associated with them! We will give it everything we’ve got from the start to the last finish line at Meerendal. We are fuelled by the thought that with every pedal stroke and with your help and support, we will be helping someone less fortunate than ourselves to get the necessary transport to the treatment they so desperately need”.



From Left to right : Sakkie Hanekom and Hannes Hanekom

This year the Absa Cape Epic will be hosting their 100<sup>th</sup> stage in the Witzenberg Valley on a Pink Lady® apple farm making it a very special occasion. Pink Lady® and Tru-Cape will be out in full force sharing their congratulations with the Absa Cape Epic team with a very special display at Waterpoint 3. There will be Pink Lady® dried apple wedges (proudly donated by Cecilia's Farm) samples for all spectators at the Pink Lady® stand. Feel free to pop in to the stand in the parking area at Waterpoint 3 for a taste delight.



Pink Lady® will sponsor the team R8 per kilometre they ride. By successfully completing the 800km race the riders will raise an amazing R6 400 for the fund! It costs an average of R350 per person to transport cancer patients to the hospital for all their treatments. R6 400 will help 18 women get to the hospital for their regular treatments.

**And there is more...** Pink Lady® are challenging Sakkie and Hannes to secure a Top 40 finish. If they do this the donation to the fund will be increased to a total of R10 000!! The popularity of the event has exploded globally and because of this the field as always is super strong and packed with all the best pro’s and amateurs from around the world. This year the Pink Lady® and Tru-Cape team are setting their sights on having our two apple farmers in the top 40!! **Please come and support our team!**

**We would like to challenge all interested companies to join us in this sponsorship initiative to raise funds for the Tygerberg Hospital Breast Clinic Transport Fund.**

**Please contact Liza Matthews on 073 147 4725 or [lizam@topfruit.co.za](mailto:lizam@topfruit.co.za)**