

MEDIA RELEASE

OLYMPIC INTERNATIONAL IS THE OFFICIAL FOOTWEAR PARTNER OF SOUTH AFRICAN SCHOOLS NETBALL

Olympic International, one of South Africa's most prominent footwear brands, has signed a partnership deal with South African Schools Netball as its official footwear partner for the next two years.

According to Stuart Hopwood, Group Head of Marketing at Bolton Footwear, netball is one of the most popular women's participation sports in South Africa. "It is estimated that netball is played by over 20 million women in the world and in our country, it's a regular feature of school sports and played socially at clubs around the country. Olympic International is proud of our association with SA Schools Netball, effective from July onwards."

Hopwood adds: "The game is intense and places a lot of pressure on your knees and ankles, which means wearing the correct shoes is of paramount importance. Our Blast is designed for comfort and support in all the right places and is perfect for any young netball star. They're robust, supportive and provide the necessary support for all your movements on the court."

The Blast is a white netball shoe with breathable mesh and synthetic overlays for comfort and lightness. The midsole is light-weight phylon and the outsole is in a hard wearing TPR to offer both grip and comfort on the court. The comfort inner sock is removable for easy replacement if needed.

As part of the agreement, Olympic International will be at various netball events nationally to showcase its Blast's improved technical abilities. Hopwood concludes: "The Blast will be tested by some of the country's top high school netball teams to see where we can improve on the design. Our aim is to offer netball players the best product at the most competitive price. We'd like to thank South African Schools Netball for putting their trust in our brand and look forward to our close association over the next two years!"

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