

# MINISTRY OF TOURISM & WILDLIFE



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FOR IMMEDIATE RELEASE

Thursday: 21<sup>st</sup> June, 2018

### **PRESS STATEMENT: CANCELLATION OF PAID PARTNERSHIP BETWEEN BRAND KENYA AND THE KENYA RUGBY UNION (KRU)**

Brand Kenya entered into a paid partnership with the Kenya Rugby Union on 24<sup>th</sup> May 2018, where the Kenya National Seven's men's team (*Shujaa*) were appointed as brand ambassadors in exchange for brand Kenya visibility in the Kenya Rugby Union (KRU) and the Kenya National Men's seven's team (*Shujaa*) assets.

Cabinet Secretary for Tourism & Wildlife, Hon. Najib Balala, EGH, has today cancelled this partnership with immediate effect. This is after the Kenya Rugby Union (KRU) breached the partnership by not paying the players their allowances as agreed.

In turn, the players embarrassed the country by concealing the name: *Make It Kenya* on their team jerseys, while playing in the Paris leg of the international HSBC rugby 7s circuit. No more government funds will be channeled to the Kenya Rugby Union (KRU).

In the meantime, the Kenya National Men's seven's team (*Shujaa*) players should immediately contact the Acting Chief Executive Officer (CEO) of Brand Kenya, so as to be paid their allowances directly and individually.

**-ENDS-**



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