

## Media resources launched for Rugby Africa Gold Cup

The first matches of the Rugby Africa Gold Cup will take place in 50 days. A new logo has been released and a special press section has been developed as a resource for the media, as it gets closer to Rugby Africa Gold Cup kick off.



[Rugby Africa](#) is preparing to welcome African fans to the first matches of the 2018 Rugby Africa Gold Cup. The defending champion, Namibia, will face Uganda at home; while Zimbabwe, led by their new coach and former Springbok star, Peter De Villiers, will play the Moroccan challengers.

The winners of the tournament will take on, amongst others, South Africa, on September 28, 2019 at the Rugby World Cup to be held in Japan.

To mark the start of this countdown, Rugby Africa has unveiled the new competition logo.

Rugby Africa's managing director, Coralie van den Berg, says: "Promoting our events with a new branding identity is a logical step forward as we evolve. We now have seven international competitions that are widely acknowledged in the sporting world.

"Our objective was to create a strong visual identity to reflect the dynamism and passion of the African rugby fans."

Rugby Africa also revealed the new logos for the six other competitions it organises, as well as a brand new website:

[www.RugbyAfrique.com](http://www.RugbyAfrique.com).

Designed for use by supporters, it will allow them to find out everything they want to know about African Rugby with, the calendar of events, rankings, statistics, videos and match analysis.

## **Media**

A [special section](#) has also been developed for the press as a resource before and during the tournament.

The president of Rugby Africa, Abdelaziz Bougja, concludes: "This launch inaugurates the 2018 competition season. In total, more than 100 matches will be played in 2018 and the sporting events promise to be thrilling.

"These new logos and website have been designed for our supporters and I am sure that they will add to their enthusiasm for the Rugby Africa Gold Cup."

Created in 1986, Rugby Africa, previously the African Confederation of Rugby (Confédération Africaine de Rugby - CAR), is one of the six regional associations composing [World Rugby](#), the international organisation responsible for the governing of Rugby Union and Rugby Sevens.

Rugby Africa unites all of the African countries which play rugby union, rugby sevens, and women's rugby. Rugby Africa organises the Rugby Africa Gold Cup, the qualifying competition for the Rugby World Cup 2019, and Africa 7, a qualifying competition for the Olympic Games 2020.

Rugby Africa has 38 members, including 22 members and associated members of World Rugby, 10 members and associated members of Rugby Africa and 16 new countries collaborating with Rugby Africa.

For more, visit: <https://www.bizcommunity.com>