



# ACA PR & MEDIA 2019

"There's something for everyone..."

17-19 May 2019 - Johannesburg, Gauteng

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## Arnold Classic Africa Appoints seven56 and Black Circle Communications as 2019 PR & Media Agencies

Wayne and Michelle Price – shareholders and organisers of the Arnold Classic Africa Multi-Sport Festival and Fitness Trade Expo – are proud to announce the appointment of **seven56** as well as **Black Circle Communications**, as the preferred Public Relations and Media agencies for 2019 instalment of the largest multisport and fitness festival.

The Arnold Classic Africa, which returns for a fourth instalment from **17<sup>th</sup> to 19<sup>th</sup> May 2019**, promises to be bigger and more sensational, with even more athletes and participants, as well as new sporting codes, and special appearances by co-founder and co-promoter; the Legendary global Icon in bodybuilding and sport fitness, film star **Arnold Schwarzenegger**.

Once again this year, the Arnold Classic Africa will be partnering up with esteemed long-term main sponsor - **the Gauteng Provincial Government**. Other returning sponsors include the SA Sports Confederation and Olympic Committee (**SASCOC**), **City of Jo'burg** and **Gentle Giant Promotions**. Arnold Classic Africa is also excited to announce its exciting new partnership with **Crawford College**.

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### **About the Arnold Sports Festival**

Named for its co-promoter, legendary bodybuilder and film star Arnold Schwarzenegger, the Arnold Sports Festival USA was founded in Columbus, Ohio, in 1989. The festival has expanded into the world's largest multi-sport fitness weekend since its debut as the Arnold Classic, a one-day professional men's bodybuilding competition. Now celebrated on six continents, the event showcases an increasing number of physical and mental sports, making it accessible and relevant to audiences within and outside of the bodybuilding arena.



## SEVEN56

Botha Swarts (Managing Director)

✉ botha@seven56.com

☎ +27 (0)72 229 0618

📍 59 3rd Avenue, Melville,  
Johannesburg, 2192



BLACK CIRCLE  
COMMUNICATIONS

Cassandra Gudlhuza (Managing Director)

✉ cassandra@black-circle.co.za

☎ +27 (0)82 295 6097

📍 2454 Valley View Estate, Samrand  
Centurion, Pretoria



### **About the Arnold Classic Africa**

Four years ago, four South African bodybuilding and sports enthusiasts collaborated to make the Arnold Sports Festival a reality on the African continent under the broad theme 'My Sport, My Passion'. The theme has since evolved to **"There is something for everyone..."**. In partnership with the Gauteng Provincial Government and the SA Sports Confederation and Olympic Committee (SASCOC), City of Jo'burg, Crawford College and Gentle Giant Promotions, Arnold Classic Africa affords athletes the opportunity to compete in an international competition, against participants from all continents, in Africa. Like its global counterparts, the African rendition embraces numerous sporting codes and promotes these through demonstrations, contests, record attempts and sports celebrities over three days each May.

For media queries and interviews, please contact:

Cassandra Gudlhuza

Black Circle Communications

[cassandra@black-circle.co.za](mailto:cassandra@black-circle.co.za)

082 295 6097