

## **PRESS RELEASE**

*19 February 2018*

### **Arnold Classic Africa - There's a Sport for Everyone**

In May 2018, the Arnold Classic sport and fitness extravaganza returns to South Africa for the third time and it promises to be an even more spectacular expression of the vision of its co-founder, Arnold Schwarzenegger.

The worldwide series of events was introduced by Schwarzenegger thirty years ago to promote a healthy lifestyle through sport and nutrition. While bodybuilding and power sports are at the heart of the events – given Schwarzenegger's passion and lifetime commitment recognised through titles such as Mr Universe – a multitude of sports are given a platform at the events. This means that competitive athletes across sports codes, from archery and arm wrestling, to underwater hockey and Zumba, have the opportunity to promote their sport, encourage new participation and compete in the global arena.

The event runs from Friday, 18 May to Sunday 20 May 2018 at the Sandton Convention Centre in Johannesburg, and is jam-packed with contests, demonstrations, record attempts and amazing feats. An Expo features the latest brands, products and services supporting the modern athlete. Additional contests will also feature on the programme, including an art project and model search.

As proud hosts on behalf of the African continent, organisers and Arnold Classic Africa shareholders, Wayne and Michelle Price believe this year's event will reflect the renewed energy and optimism of the everyday person on the continent. "With some of the stress and anxiety of our political landscape being resolved, now is the perfect time to pay attention to our lifestyles and physical pursuits," says Wayne. Michelle adds, "Regardless of your background, your talents or experience, there really is an ideal sport for everyone and because it's so comprehensive, visual and interactive, the Arnold Classic is the perfect opportunity to find it".

Ticket options range from day to weekend passes, covering some or all of the contests. Visit <http://arnoldclassicafrica.com> for more information and a link from which to buy tickets.

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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.

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

Three 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*'. In partnership with the Gauteng Provincial Government and the SA Sports Confederation and Olympic Committee (SASCOC), 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.

#### **Media Contact Details:**

#### **Accompanying social media content:**

##### ***Twitter***

**There is a Sport for Everyone!** Find yours at this year's Arnold Classic Africa, 18 to 10 May at the Sandton Convention Centre.

##### ***Facebook***

Did you know that the Arnold Classic Africa is more than a body-building competition? It's much, much more. Globally the Arnold events promote more than 70 different sports, from archery to Zumba. Come to the Arnold Classic Africa from 18 to 20 May and find your passion, because *There is a Sport for Everyone!*