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NO.  
**20**



**SPORTS IN AFRICA  
EDITION**



**The Maasai  
Warriors**

**Cricket at  
Ol Pejeta**

**IAAF UI8  
Athletics  
Championships**

**Dear All,**

As a big sports fan myself, I've been looking forward to this edition of CQ for a long time. I'm sure many of you would have seen Kenya coming second and Ethiopia seventh in the recent Athletics World Championships held in London. But what you may not know is that African sport is making headlines on a more regional level and we explore some of these exciting developments in this quarter's CQ.

We've also experimented with format this quarter. Rather than having one lead article supplemented by some shorter updates, this edition of CQ is more of a mixed bag. We've gone for lots of shorter articles, so you can dip in and out as you wish. The aim was to include 'something for everyone' – I sincerely hope this comes across.

As always, we rely on your input to keep CQ as interesting and relevant as possible. If you have any ideas or suggestions – please log into the dedicated CQ page of our website – details shown below.

Any feedback on the format of CQ will also be welcomed.

With kind regards

**David@jwseagon.com**

**Please visit the dedicated CQ page on our website. Here you will be able to download previous editions, provide any feedback or ideas and add any email addresses to our CQ circulation list.**

[www.jwseagon.com/cq](http://www.jwseagon.com/cq)



## A 'MUST-SEE' CRICKET MOVIE



**W**arriors is a documentary following a group of young Maasai who, in a remote region of Kenya, have remarkably formed a cricket team. They relate the sport to their traditional hunting techniques – the ball is the spear, the bat is the shield – and their flowing red robes in full flight are an awesome sight. The film follows the team as they pursue their dream of reaching England, the home of cricket, and test themselves in the amateur Last Man Stands World Championship.



### Cricket overcoming adversity

But there is a sad side to the story. The Maasai are male dominated, women have few rights – even to their own bodies – and girls as young as six have suffered Female Genital Mutilation and early marriages. Traditional practices such as these have also contributed to the spread of HIV/Aids, and now many believe the future of the Maasai is under serious threat. The Warriors cricket team are using their new-found unity on the field as an inspiration to those off it, attempting to educate and give young people a sense of belonging, support, and hope.

However, they face resistance from the elders of their community – well-respected and wise men who hold all Maasai traditional practices dear and carry great influence. They fear losing any of their traditions will herald the end of the Maasai. Can cricket really bring change to the region?



For more information visit [www.warriorsfilm.co.uk](http://www.warriorsfilm.co.uk)

# CRICKET AT OL PEJETA

If the Warriors article has whetted your appetite, then you may be interested to hear of an exciting Cricket initiative from Ol Pejeta Conservancy.

“Last Male Standing” is an animal welfare event held annually in Laikipia, to raise awareness of the unfortunate plight of the northern white rhino. There has been a dramatic escalation in rhino poaching in recent years with over 6,000 rhinos killed since 2008 across Africa. Ol Pejeta Conservancy is now home to the last three northern white rhinos left on the planet.



## Did you know?

Kevin Pietersen is one of the biggest voices behind rhino welfare. He's currently using a rhino branded cricket bat to spread a message which is very close to his heart.



### Ol Pejeta to the rescue

In order to raise money for this worthwhile cause, an annual Cricket match is now played where cricketers and spectators from a variety of different ethnic, social and cultural backgrounds come together to take part in the Last Male Standing Rhino Cricket Cup at Ol Pejeta. Essentially there are two shared goals, to raise awareness and enhance rhino conservation efforts within the region and to provide support to two fantastic Kenyan cricketing programs.

#### 1. The East Africa Cricket & Education Foundation

transforms the lives of thousands of disadvantaged young Africans through sport and education

#### 2. The Maasai Cricket Warriors – see article on page 2



## KILIFI GOLD TRIATHLON

When it comes to triathlons, they don't get any more scenic and challenging than the event held at Kilifi.

Since 2003, the Kilifi Gold Triathlon has supported local charities and community organisations with financial assistance. This is done through a combination of competitor entry fees, local and national corporate sponsorship and individual donations.

For 2017/18 the focus of any fundraising will be on the Creek Safety Initiative. Following a number of tragic accidents in the creek, particularly involving children over the past few months and a need for water safety awareness, this is a timely and much-needed initiative. It's also a great example of how sport can benefit the local community and the positive impact it can have on many different levels.

JW Seagon is proud to support the Kilifi Gold Triathlon. In 2016, we sponsored the event under Africa Wellness Solutions (our popular international health insurance plan) and this year we are going one better. Not only will we be sponsoring the event – using our JW Seagon one-stop-shop insurance message – we will also be entering three teams to compete!

The Kilifi Gold Triathlon will be held on **30th September 2017** – visit [www.kilifigoldtriathlon.org](http://www.kilifigoldtriathlon.org) for more information.



## The IAAF World U18 Athletic Championships - a roaring success!

It's widely regarded that Nairobi did a professional and impressive job of hosting the IAAF World U18s Championships in July 2017.

Security was tip-top with no report of any incidents and record attendance levels were achieved as 60,000 fans packed out the Moi International Sports Centre Kasarani. The IAAF President, Sebastian Coe, has always insisted that Africa will host a world championship during his presidency. After the plaudits that Nairobi has received for the U18s event, this vision could soon become a reality.



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## A 'ONE-STOP-SHOP' - WHAT DOES THIS REALLY MEAN?

**W**e recently welcomed a 16-year-old student in our offices to carry out work experience as part of their school curriculum. We thought it would be an interesting exercise to see what they thought of our vision, which is "to be a one-stop-shop for all our clients' insurance needs".

As someone who has very limited knowledge of insurance, I was asked to write my views and explore my ideas of a 'one-stop-shop'. Out of the 65 million people within the UK, over 19 million people use price comparison websites to find the best insurance deals suited to them. It struck me that this process despite its convenience, doesn't eliminate the hassle of having to

deal with separate companies and potentially, may not even unearth the best deal in the market.

The 'one-stop shop' concept gives you the contentment of having all your policies within the same place - a far more practical way of meeting your insurance demands. So, with a company like JW Seagon, all your requirements can be covered with just one simple enquiry.

The 'one stop shop' concept allows customers to access all their insurance policies through one point of contact. This not only saves you time, but also makes your insurance commitments far more stress-free and no longer a burden.

## Read more about our one-stop-shop for all your insurance needs

Our corporate brochure is available to download. Simply visit [www.jwseagon.com/jws-brochure](http://www.jwseagon.com/jws-brochure) or call us at the office to request a hard copy in the post.



## Did you know?

More than **80%** of Africa's World Cup squad play club football for teams that are based in Europe.



## Health insurance update



We've recently received a lot of complaints from customers who have chosen to have their medical treatment in South Africa, most notably delayed claim reimbursements and settlements.

Regardless of which insurer we use, the delays are proving to be unavoidable. It's a very frustrating time for everyone concerned and even though this problem is beyond our control; rest assured the JWS service teams are working tirelessly to do whatever we can to expedite any claim issues.

## DAVID'S DIARY



I can't believe The Mara Festival of Cricket has just celebrated its tenth year. The festival has always been loads of fun and the fundraising of over Ksh 10,500,000 for the Emarti Primary and Secondary schools has been great to see.

The only downside to the event has been the performance of my Cricket team – The Unplayables. In 2017 our stats were particularly dismal - played 5, lost 5!

I am hoping many of my team mates read this quarter's CQ and find some inspiration ready for next season!

Regards

*David*



## WE LIKE IT WHEN OUR CLIENTS SLEEP EASY

As experts in the field of General Insurance, we know a good home & contents policy when we see one. Our Sleep Easy product is widely regarded as one of the most comprehensive and competitively priced products available. Best of all, it's never been easier to get a quote.

Our new Sleep Easy quote tool is now live on the JW Seagon website, meaning you can get a personalised quote within a few minutes. And to ensure that your quotation is accurate and exhaustive, we've developed a 'Guide to calculating your sums insured'. Having too little or too much household insurance is a common problem in the market place, our guide helps you to cut through the clutter and obtain the right premium upfront.

[www.jwseagon.com/sleep-easy-quote-form](http://www.jwseagon.com/sleep-easy-quote-form)