

2009 BRSS a resounding success

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For the sixth year running Bamburi Cement sponsored the Kenya Rugby Football Union annual Super Series rugby tournament. A KShs. 9 Million boost for the tournament kitty ensured BRSS 2009 was a resounding success, drawing an estimated 20,000 rugby enthusiasts throughout the tournament period – an impressive 12,000 up from last years event.

This year's Bamburi Rugby Super Series (BRSS) tournament also came at a time when Kenya rugby teams have recorded some of the best performances in history. Like the rest of the tournaments in the rugby calendar, BRSS has over the years gained immense popularity among the Kenyans.

Bamburi Cement is committed to the development of regional rugby. According to Marketing Director, Robert Nyangaya, "The attributes of rugby such as strength, endurance and resilience are similar to those of Bamburi Cement brands, and make such sponsorships appealing to us."

"Bamburi Cement has consistently demonstrated its long-term commitment to sports sponsorship with particular emphasis on rugby development in Kenya, Uganda and Tanzania", he added

Besides its title sponsorship of the Bamburi Rugby Super Series tournament, Bamburi Cement is involved in the development of the game through its subsidiary in Uganda – Hima Cement. The company continues to sponsor university side Hima Impis as well as the popular Hima Ten Aside annual tournament.

This year's trophy was clinched by the Rhinos franchise.