

Williams sisters in South Africa

THE Williams sisters and well known international tennis stars, Venus and Serena, will launch Breaking the Mould (BTM), a campaign to catalyze, acknowledge and reward South African women, in early November.

The sisters will attend a gala dinner at Montecasino and play an exhibition match at Johannesburg's Ellis Park arena which will take place on Sunday November 4, the first time the sisters will meet each other in competition on African soil.

BTM is a new campaign to honour women who have risen above their own set of challenges and adversities to succeed and inspire. Conceived by Octagon's MD, Qondisa Ngwenya (Q), it aims to promote and sustain a 'Breaking the Mould' culture in South Africa. Over the years, Q has seen how the power of leading female athletes and personalities can inspire and encourage audiences from all lifestyles to achieve great things.

The campaign will culminate in the arrival of the Williams sisters who will attend a coaching clinic in Soweto on the Saturday November 3, a gala dinner and a televised exhibition match.

Monies raised from the gala dinner, including memorabilia that will be auctioned on the evening, will be given to Wheelchair Tennis through the South African Sports Trust, the campaign's chosen beneficiary for 2012.