



African Bank Soweto Marathon 2024: Running with the People and Backing the Community

The countdown to the 2024 African Bank Soweto Marathon begins today with the internal launch at the Bank's Dr. Sam Motsuenyane Building in Midrand, Johannesburg. African Bankers gathered to hear more about the exciting new elements that continue to build on the "People's Race" which returns for its 29th iteration on Sunday 3 November 2024.

This year, African Bank is not only celebrating the legacy of the race but also introducing several initiatives to enrich the experience for all runners. The campaign's key message – "Run the People's Race with the Bank that Backs You" – speaks to African Bank's ongoing support for participants. This will also be showcased through the Audacious Rewards programme, with runners set to receive 50% back in rewards when entering using their African Bank cards.

"For African Bank, the Soweto Marathon is much more than a sporting event. It is deeply connected to African Bank's roots, which trace back to 1975, when the Bank began empowering communities similar to Soweto, advancing dreams and helping to build financial independence for those with the audacity to believe. As the headline sponsor, we honour the spirit of Soweto while championing the dreams and ambitions of those who participate", says Sbusiso Kumalo, Chief Marketing Officer, at African Bank.

In partnership with Joma Apparel, this year's marathon will feature race shirts, and for the first time, specially produced running shoes designed exclusively for the event. These shoes, tailored to the unique demands of the Soweto Marathon, will be available at a discounted rate for participants. The shirts, included in the race pack, will offer a bright and bold look that celebrates the vibrant energy of Soweto.

Community impact and CSR initiatives

As part of African Bank's commitment to Corporate Social Responsibility (CSR), this year's race will also include a few impactful initiatives focused on sustainability, entrepreneurship, and community upliftment, led by the Bank's Transformation and Sustainability division:

- **Sustainability: City of Johannesburg Clean-up**
From Monday 28 October to Friday 1 November, between 9:00 and 12:00, 100-150 volunteers will participate in a Soweto community clean-up. This initiative reflects the Bank's commitment to supporting a cleaner, greener environment.
- **Entrepreneurship Development: Soweto Emerging Entrepreneur Skills Bootcamp**
African Bank will host a bootcamp focused on developing entrepreneurial skills among emerging Soweto-based business owners.
- **Giving Support and Donations**
African Bank will support the Umzima NPO in Orlando West, as well as the Top Line Academy in Meadowlands, both of which work to improve the lives of vulnerable communities through health, education, safety and after-care support for students in high school. Donations will be made post-race, with further details to be announced soon.
- **Volunteerism**
Around 50 African Bankers will volunteer across various points along the marathon route, including the 3km point, Vilakazi Street, and the Nasrec Expo



Centre. Boards with messages of support will be placed along the route, to encourage the runners.

Race pack collection and pre-race exhibition

Participants can collect their race packs, including the Joma race shirt, at the race expo from Thursday 31 October to Saturday 2 November at Nasrec Stadium. The expo will also feature stands offering everything from race accessories to running apparel, making sure runners are fully prepared for the big day.

Additionally, a media briefing will take place during the expo to update stakeholders on the state of readiness for the race.

The African Bank Soweto Marathon is a celebration of South Africa’s rich history, its vibrant communities, and the spirit of determination that unites us all. With new partnerships and an enhanced race-day experience, this year’s event promises to build on its legacy as “The People’s Race.”

Runners can still register for the 2024 African Bank Soweto Marathon by visiting www.sowetomarathon.com, entries will be cut off when the limits are reached.

Don’t miss the chance to take part in this prestigious event and run alongside thousands in celebration of Soweto’s heritage and strength.

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