

Mangaung Metro Municipality official headline sponsor of the annual OFM Classic

Issued by [OFM Radio](#)

12 Sep 2013

Central South Africa's biggest cycling event continues to be the pride of the Free State with the capital once again hosting the annual race - this time with proud new partners OFM and the Mangaung Metro Municipality.

With an anticipated 4,500 cyclists sweeping through the streets of Bloemfontein on 2 and 3 November 2013, the 13th edition of this epic race, now deemed the Mangaung OFM Classic in partnership with Free State Government, sees the start of a three year partnership between these entities.

Mangaung Metro Executive Mayor Thabo Manyoni said: "We see this partnership as a conduit towards realising some of our goals, particularly around social cohesion, but also in popularising cycling as one of the sporting codes that must be promoted amongst our youth. The partnership is also going to reposition Mangaung as one of the brands to be reckoned with. This initiative is going to contribute in our broad Growth and Development Strategy (GDS), in the form of, amongst others: tourism and infrastructure investment. It comes at the right time when I am prioritising activities that seek to close the racial gap in the city, and those that promote good health. As the leadership of this municipality, we need to leave a legacy that would inspire the coming generations, it is our responsibility to ensure that every decision we take bears a value, especially to citizens of Mangaung."

OFM's CEO, Gary Stroebe, says, "We are excited to welcome Mangaung Metro as the new title sponsor of the OFM Classic. It is a natural partnership as both organisations benefit tremendously from such an event. We hope that it is the start of a long and mutually beneficial relationship. We are also very excited that the future of the event has been secured for the next three years as it adds an approximate R15 million direct financial injection into the Mangaung economy."

The Mangaung OFM Classic is recognised as a seeding event for the Cape Argus Pick 'n Pay Cycle Tour 2013, and one of the safest cycling races in the country.

During the mountain bike race, presented on Saturday, 2 November 2013, entrants can choose to take on the 25km or 65km trails across some of Bloemfontein's most challenging backroads.

On Sunday, 3 November 2013, cyclists will hit the streets of Bloemfontein for a 109km timed stage race, with a supporting 40km untimed fun ride.

The popular Lifestyle and Cycle Expo will once again be hosted at the Windmill Casino and Entertainment Centre in Bloemfontein on 1 and 2 November 2013. The expo will showcase the latest in cycling technology.

The Mangaung OFM Classic in partnership with Free State Government promises participants the ride of their life with strong winds, steep hills and beautiful scenery that will make for a memorable and enjoyable ride.

" OFM celebrates moms with special broadcast " 10 May 2024

" The value of relationships in content creation " 16 Apr 2024

" OFM returns as media partner for Central SA sports teams " 15 Apr 2024

" Upington listener wins OFM's Big Radio Registration grand prize " 3 Apr 2024

" From retail to radio " 22 Mar 2024

OFM Radio



OFM, is Central South Africa's premier commercial radio station, offering a mix of music, news and entertainment. The station serves the affluent SEM 7+ economically active marketplace with a broadcast footprint across the Free State, Northern Cape, southern Gauteng and North West.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>