

FOR IMMEDIATE RELEASE

Media Release: New General Manager at Comrades Marathon

She has been employed in the broadcasting industry for more than two decades, having managed SABC Sport together with holding former senior positions with SuperSport and global sports and entertainment content marketing company, Octagon. She now joins the Comrades Marathon Association as its General Manager with effect 4 March 2019.

Keletso Totlhanyo says she is ready to take up her new position, managing one of the sporting world's most iconic road-running brands. She adds that she is looking forward to working with the various Comrades Marathon stakeholders, many of whom she had already dealt with, whilst overseeing the Comrades 13-hour live television broadcast over the last six years.

Totlhanyo who hails from Johannesburg, says, "Moving to Pietermaritzburg will be a change from the Joburg scene but I am really looking forward to it. I have had the pleasure of working with the Comrades team for several years now and am anticipating the great things that we will achieve together and repositioning the powerful Comrades brand to where it ought to be."

Totlhanyo has a significant track record of driving teams to achieve and succeed. Her most recent former position was General Manager of SABC Sport Television Productions, having previously managed Special Events where she project-managed events of global significance like the Olympic Games and World Cups.

She has a BA degree in Communications and Industrial Psychology; and is currently completing a BComm Law degree, both from Unisa. She comes with a wealth of experience in sport broadcasting, media relations, rights negotiation, sport strategy, identification of new business and technology opportunities,

managing business operations, balancing budgets with operational requirements, operating within budget constraints and managing cost efficiencies.

Totlhanyo has been exposed to various sporting codes, including football, cricket, rugby and road-running, as well as having close ties with and exposure to major sporting institutions. She is also a keen runner and an all-round sporting enthusiast.

Totlhanyo says, “I intend to focus not only on The Ultimate Human Race but to also see that we serve all of our stakeholders with distinction and add value to everything we do. I am grateful for the confidence shown in me by the Comrades Marathon Board.”

CMA Chairperson, Cheryl Winn says, “We would like to welcome Keletso Totlhanyo as the new General Manager at the Comrades Marathon Association. Keletso brings with her a wealth of experience, skills and a fresh approach to stakeholder engagement. We look forward to leveraging her unique expertise and proven track record of success towards achieving Comrades Marathon’s strategic goals and fostering the growth of our national and global footprint.”

*****ENDS*****

Statement issued by the Comrades Marathon Association’s Media Officer, Delaine Cools on Friday, 1 March 2019

For an interview, please call:

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