



Media Release

AfrAsia Bank Mauritius Open trophy unveiled as tournament tees off

Domaine de Bel Ombre, Mauritius, May 4, 2015 – With the largest ever prize purse (€1 000 000) for a tournament held in Mauritius, the AfrAsia Bank Mauritius Open will tee off on 7 May 2015, at the Heritage Golf Club. Befitting of this momentous occasion, the prestigious trophy for the inaugural tournament, which is the first ever tri-sanctioned golf tournament endorsed by the Sunshine, European and Asian Tours, was unveiled.

The prestigious tournament trophy which was unveiled today was designed by renowned sculptor and designer Hubert Privé. Commenting on the masterpiece he said, “I am pleased to have been associated with this unprecedented event in Mauritius through the creation of this trophy. The underlying concept for this sculpture was AfrAsia Bank’s Golf logo, which has been revisited through a more traditional appeal. It has the form of a laurel wreath, previously known as Triumphant Crown and symbolises victory. It is, indeed, the perfect fit for the winner of the AfrAsia Bank Mauritius Open. In addition, the trophy’s 4 branches give it a spherical aspect. This circular shape is symbolic of earth, humanity and the universality of golf. One can also imagine it to reflect the curves of the little white ball.”

“The Tee, on the other hand, the backbone of this work, is the essential tool for any golfing performance. This is one item that constitutes my artistic signatures and that is dear to me. This particular piece of work, the tee, represents the setting up and launch of the AfrAsia Bank Mauritius Open,” continued Privé.

James Benoit, CEO of AfrAsia Bank said, “AfrAsia Bank is honoured to have the privilege to be a part of this historic tournament. As a Bank, we are not only committed to providing different banking solutions, we are also ardent on supporting unique and innovative endeavors such as this tournament. We are looking forward to watching some of the best players in the world this week as they battle it out for the ultimate honour of being crowned the inaugural AfrAsia Bank Mauritius Open champion. Our congratulations to Hubert Privé for designing this splendid trophy that one outstanding golfer will lift at the end of the tournament.”

An exciting list of professional golfers has been confirmed to participate in the tournament including; big hitting Kiradech Aphibarnrat who recently won his second European Tour title at the Shenzhen International in April 2015, George Coetzee who also recently won his second European Tour title when he lifted the 2015 Tshwane Open trophy, Scott Hend who won the Driving Distance category in 2009, 2010, 2012 and 2013, and is one of the most successful international players on the Asian Tour, AfrAsia Bank global ambassador Hennie Otto who has won 12 titles on the Sunshine Tour, Thomas Levet and Thomas Bjorn who have both won 12 and 15 professional titles respectively.



Also joining the professionals will be invitational armature player, 22 year old Mauritian Ludovic Bax De Keating. His participation in the tournament will make him the first Mauritian to participate in a professional tournament on all the three Tours.

“I am very excited, and I believe it’s going to be a great experience for me regardless of the result. I am going to play the tournament without any expectation as I never had the chance to participate in such a tournament. I am very grateful to the Mauritian Golf Federation giving a Mauritian a chance to play in such a tournament,” said Bax De Keating.

In upping the stakes for the professional players, three of the tournament sponsors have put up special prizes. Villas Valriche, has offered a US\$1-million Villa for the first professional golfer who shoots an eagle on the par-four 423-metre 17th hole, on the final day of the tournament. Jaguar, the official vehicle sponsor has on offer an all new Jaguar XE R-Sport, for an albatross scored on the Saturday and Sunday schedule of play. The Heritage Resorts have also offered a five-night stay in a double room at the Heritage Le Telfair Golf and Spa Resort, on a half board basis for every hole in one scored on the par-three 164-metre 15th hole.

To add on to the excitement of the Tournament for the spectators, additional fun activities will be made available at the Heritage Golf Club for the duration of the Tournament. The activities will include a climbing wall, mini zip line, laser tag, quad-biking, buggy rides, and a golf simulator.

“We would like to thank the sponsors for all their input in preparing for the inaugural AfrAsia Bank Mauritius Open. We are really looking forward to the tournament and all the exciting activities happening this week. Players and fans alike are in for a treat this week, and we would like to encourage the fans to come out in their numbers to experience history in the making,” concluded Ryan Dodds, General Manger at the Heritage Golf Club.

Tickets to the tournament will be available at the Heritage Golf Club entrance. Visit www.afrasiabankmauritiusopen.com for further information.

Sponsors for the tournament include the AfrAsia Bank, Rogers, Heritage Resorts, Heritage Golf Club, Domaine de Bel Ombre, Mauritius Tourism Promotion Authority, Air Mauritius, Anahita, Villas Valriche, and Jaguar.

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Note to Editors

- The tournament will be played at the Heritage Golf Cub on Domaine de Bel Ombre, voted one of the Top 10 golf courses in Africa, according to global news broadcaster CNN. The course was designed by Peter Matkovich, who has also presided over the construction of 20 top-ranked golf courses on the continent, such as Arabella Golf Club in South Africa, and Borrowdale Brooke Golf Club in Zimbabwe.
- This 27-hole facility which includes an 18-hole par-72 championship layout and a nine hole short course, is not only set in the middle of stunning natural scenery and dotted with small lakes and streams, but also possesses exceptional infrastructure and services.

For more information on the AfrAsia Bank Mauritius Open: <http://afrasiabankmauritiusopen.com/>