



ACA PR & MEDIA 2019

"There's something for everyone..."

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The Arnold Classic Africa Returns for Another Exhilarating run in 2019

For its fourth year running, the Arnold Classic Africa Multisport Festival and Trade Expo returns to South Africa for an exhilarating weekend taking place from May 17th to May 19th, 2019. This year's instalment promises to be a bigger and better extravaganza, as the vision of its organisers Wayne and Michelle Price, as well as that of its co-founder and co-promoter Arnold Schwarzenegger, is once again realised.

For the 2019 instalment, the Arnold Classic Africa has expanded to include 28 new Sporting Codes, and these include Pole Fitness, Tenpin Bowling, Swimming and Ring Tennis to mention just a few. The growth of the multisport festival has also necessitated the need to host the activities in more venues this year, and while the Sandton Convention Centre remains the main venue, Crawford College, The Johannesburg Country Club as well as the Northcliff Bowl, have all come on board to host the various sporting codes.

The Trade Expo segment of the Arnold Classic Africa has also grown this year. For this segment, the organisers expect to host a whopping 300 exhibition stands from local and international fitness and lifestyle brands, products and services that are key in supporting the theme of healthy lifestyles. The Trade Expo segment will primarily be hosted at the Sandton Convention Centre.

As the proud hosts of the African leg of the global festival, the event's organisers Wayne and Michelle Price, are beaming with pride over the growth of the event.

"It is an incredible honour to help Arnold realise his dream and vision. Last year was slightly stressful with his health scare preventing him from being part of the proceedings, but this time around we are planning a showcase so big, that people from different backgrounds and interest, will find a sport and activity that resonates with them," says Wayne.

"I am particularly excited about the new sporting codes that we have added. The creativity and diversity is absolutely astounding. So in essence, everyone - regardless of their background, talents or interests, will definitely find an element that appeals to them," adds Michelle.



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Once again this year, the Arnold Classic Africa will be partnering with esteemed long-term partner - **the Gauteng Provincial Government**, as Headline Sponsor. Other returning sponsors include the SA Sports Confederation and Olympic Committee (**SASCOC**), the **City of Jo'burg and Gentle Giant Promotions**. Arnold Classic Africa is also excited to announce its new partnership with **Crawford College**.

Just like the sports and trade expo options, ticket packages range from day to weekend passes, covering some or all of the contests.

Visit <http://arnoldclassicafrica.com> for more information and a link from which to buy tickets.

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About the Arnold Sports Festival

Named for its co-promoter, legendary bodybuilder and film star Arnold Schwarzenegger, the Arnold Sports Festival USA was founded in Columbus, Ohio, in 1989. The festival has expanded into the world's largest multi-sport fitness weekend since its debut as the Arnold Classic, a one-day professional men's bodybuilding competition. Now celebrated on six continents, the event showcases an increasing number of physical and mental sports, making it accessible and relevant to audiences within and outside of the bodybuilding arena.

About the Arnold Classic Africa

Four years ago, four South African bodybuilding and sports enthusiasts collaborated to make the Arnold Sports Festival a reality on the African continent under the broad theme '*My Sport, My Passion*'. The theme has since evolved to "**There is something for everyone...**". In partnership with the Gauteng Provincial Government and the SA Sports Confederation and Olympic Committee (SASCOC), City of Jo'burg, Crawford College and Gentle Giant Promotions, Arnold Classic Africa affords athletes the opportunity to compete in an international competition, against participants from all continents, in Africa. Like its global counterparts, the African rendition embraces numerous sporting codes and promotes these through demonstrations, contests, record attempts and sports celebrities over three days each May.

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