

JANUARY 2001



Sherif Sabry, Winner of The Club 55 Grand Prix.



Yasser Swailam "Manager, Subscriber Equipment Click - Vodafone" handing over the prize to Diao Beshir.

Click-Vodafone, Egypt's first private mobile phone operator, always seeks to innovate and develop areas in which it becomes involved. Click-Vodafone has been an active corporate citizen in the field of sports sponsorships, sponsoring many different athletic disciplines such as football, tennis, sailing, golf, croquet, shooting and the paralympics to name a few.

This time Click-Vodafone sponsorship was extended to the equestrian sports field. Click-Vodafone together with its equestrian associates Equicare company, have agreed to join forces for the benefit of the equestrian sport in Egypt.

To start, Club 55 "a brand of Click-Vodafone" sponsored a showjumping event at the Ferosia Club in Gezira last January under the name "The Club 55 Challenge". Prior to the two days event, Club 55 sponsored a showjumping Clinic by the great international rider and trainer Mr. Paul Darragh. The Clinic welcomed 25 top Egyptian riders.

The challenge hosted seven competitions, totaling over 25,000 L.E in prize money. The prize money, good courses, perfect ground and excellent organization, attracted Egypt's top riders. Attended by a large public of horse lovers of all ages, the event concluded with the prize giving ceremony, where officials from the Egyptian Equestrian Federation and Club 55 representatives crowned the winners both horses and riders with their attractive Club 55 trophies.

The event was a great success for the riders, the sponsor & the officials involved. What we mean here by success is; it was a show that everybody remembers because the competition was exciting, everything went smoothly and both audience & participants had a good time.