



Tuesday, 08 May 2018

### FALKE set to hit the trails at FNB Magalies Monster and FNB Platinum Trail Run

FALKE South Africa has teamed up with two of the North West Province's most revered off road events, the FNB Magalies Monster MTB Classic and FNB Platinum Trail Run that will take place at the ATKV Buffelspoort on Saturday, 02 June 2018 and Sunday, 03 June 2018 respectively.

Established in 1974, FALKE SA is a subsidiary of the German textile giant, a fourth-generation family owned business that was founded in 1895.

"We are excited to welcome FALKE SA as a partner to the FNB Magalies Monster MTB Classic and FNB Platinum Trail Run," says Michael Meyer, Managing Director Stillwater Sports. "FALKE boasts a wide range of sport-specific performance socks (including mountain biking and trail running) that offer ultimate functionality and wearer advantage. Both the FNB Magalies Monster MTB Classic and FNB Platinum Trail Run are known to be challenging, yet rewarding. With the added advantage of having FALKE in their corner, mountain bikers and trail runners can look forward to a real treat at the 2018 events."

According to Keaton Quarmbly, Group Marketing Executive FALKE, the FNB Magalies Monster MTB Classic and FNB Platinum Trail Run perfectly fit the FALKE brand. "Both events give us the perfect opportunity to connect with our core mountain bike and trail run consumer," confirms Quarmbly. "We have the perfect offering from our advance performance and everyday sports range for these consumers and this is the ideal platform for us to showcase our bike and trail offering to the right target audience. We are confident that this partnership will deliver on-point brand exposure, whilst it is also a great opportunity to showcase and increase awareness of our unique offerings. We look forward to reinforcing our positioning as one of the leading sock brands in South Africa and the world."

Mountain bikers and trail running taking part in the 2018 FNB Magalies Monster MTB Classic and FNB Platinum Trail Run are invited to visit the FALKE Foot Zone for a post ride and/or post run foot massage.

**Interesting Fact:** FALKE South Africa currently manufactures approximately 8 million pairs of socks per year for the domestic and export market.

For further information on FALKE South Africa or to browse through the FALKE online shop visit [www.falke.co.za](http://www.falke.co.za)

#### **EVENT INFORMATION:** 16<sup>th</sup> annual FNB Magalies Monster MTB Classic

|                                          |                        |
|------------------------------------------|------------------------|
| <b>Date:</b>                             | Saturday, 02 June 2018 |
| <b>Venue:</b>                            | ATKV Buffelspoort      |
| <b>Distances, cost &amp; start time:</b> | +70km / R400 / 08:00   |
|                                          | +35km / R300 / 09:00   |
|                                          | +15km / R175 / 09:30   |

#### **EVENT INFORMATION:** 6<sup>th</sup> annual FNB Platinum Trail Run

|                                          |                      |
|------------------------------------------|----------------------|
| <b>Date:</b>                             | Sunday, 03 June 2018 |
| <b>Venue (start &amp; finish):</b>       | ATKV Buffelspoort    |
| <b>Distances, cost &amp; start time:</b> | +24km / R330 / 07:30 |
|                                          | +12km / R220 / 07:45 |

**Follow us on Twitter:** @magmonstermtb /@StillwaterTrail

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For more information on the FNB Magalies Monster MTB Classic or FNB Platinum Trail Run contact Stillwater Sports on 082 991 0045, email [entries@stillwatersports.com](mailto:entries@stillwatersports.com) or visit [www.stillwatersports.com](http://www.stillwatersports.com).

**About the FNB Magalies Monster MTB Classic and the FNB Platinum Trail Run:**

**FNB Business** and **FNB Private Wealth** are proud to once again be the title sponsor of the annual FNB Magalies Monster MTB Classic and the FNB Platinum Trail Run.

This sponsorship forms part of FNB's ongoing strategy to support local and community events that focus on a healthy lifestyle and family involvement. This sponsorship affirms our dedication to providing a quality experience that exceeds expectation, for all participants and spectators along with their families, in order to continue building enduring, rewarding relationships. The FNB Magalies Monster MTB Classic and the FNB Platinum Trail Run are two events that are designed to provide an enjoyable outdoors family experience. The platform allows us the opportunity to engage with our clients and the broader community with the aim of creating lasting connections.

ENDS

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