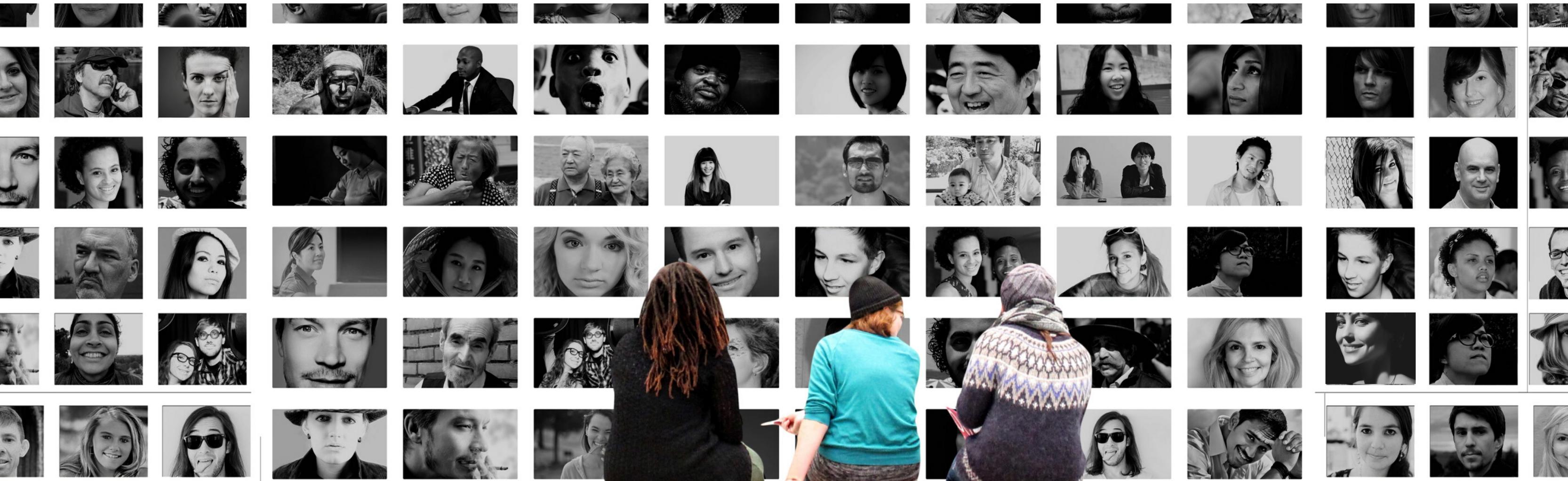




KIRSTI LYALL
COMMUNICATIONS CONSULTANT



ABOUT KL

With over 20 years experience in public relations, KL Communications has built a rapport with some of South Africa's most celebrated profiles and brands, offering full marketing and communication solutions to corporate, lifestyle and sporting events as well as non-profit organisations.

COMMUNICATIONS



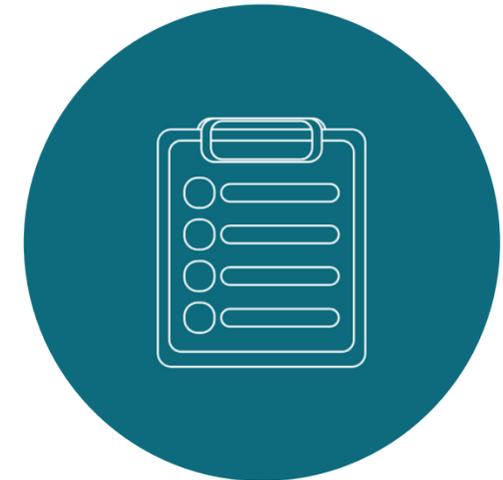
Providing internal and external communication solutions for corporate companies, sponsors, SME's, public figures, NGO's and agencies

EVENT PR & SUPPORT



Traditional and new media public relations for local and international **corporate, lifestyle, sporting** and **non-profit** media events

STRATEGY



Cohesive marketing and communications strategies with full delivery solutions including implementations and execution





SERVICES

COMMUNICATIONS

Strategic planning, media relations, building brand awareness, sponsorship leveraging, content generation and corporate communication campaigns.

EVENTS

Specialised Sport Event support and PR for product launches, sponsorship activations, press conferences, festivals, seminars, gala dinners and golf days.

SOCIAL MEDIA

Integrated social media strategies, building communities across social media platforms, blogger and influencer campaigns.

KIRSTI LYALL

My name is Kirsti Lyall and I've been in the communications and PR game for over 20 Years.

I love everything about communications and PR, and aim for nothing but the best for my clients, bringing their concepts to life through agile and affordable communication strategy solutions.

My specialty lies within the lifestyle, sport and non-profit arenas having worked with a number of local and international agencies throughout my career.

Some of my clients include: Playmakers, Worldsport, Tsogo Sun Hotels, Autograph Gin, The Sport Science Institute of South Africa, Cape Town Street Parade as well as non-profit organisations such as Laureus Sport for Good, Paedspal and the Tubby Teubes Education Trust.



TESTIMONIALS

PLAYMAKERS



"I've had the privilege of working with Kirsti across the past five years. I've always respected and admired her exceptional level of professionalism, knowledge of various sports brands and valuable relationships with members of the media." - Mia Pienaar

CAPE TOWN STREET PARADE



"Often I have relied on Kirsti's guidance in various aspects of planning and executing. She thinks outside the box, is excellent at client facing and delivering under pressure. Her media network and contacts within the industry are second to none." - Donovan Everitt

LAUREUS



"Here at Laureus, we have thoroughly enjoyed working with KLPR to raise brand awareness of Sport for Good and its impact in South Africa. Over the last few years, Kirsti and the team have executed fantastic PR campaigns and outstanding results." - Sophia Livesey

CAPE TOWN

The **VOICE** checks out what Cape mens

THE JOL OF THE YEAR



entire day o here. Ev "I love he Town is, Cap light of my S With the a of MTN and mense were tech experie to watch 11 screens set Parade and 1 Kaapse 3 Association Gambho, si beaming suc "Troupes had a good minor hiccup success and amazing in t Carnival. Boys and th men, saved as the para about 11.30p

Laureus Sport for Good

In honour of Women's month, Mercedes-Benz South Africa hosts women-only panels at its Mercedes-Benz Paarl Dealer

The morning was hosted by SuperSport's Motshidihi, highly respected female personalities in sport, a development panel comprised of three Laureus Ambassadors, former Amanda Dlamini; former SA Netball Captain, Zanele Mkhize; and former SA Women's National Team Captain, Laura Wolvaardt.

LEVELLING THE PLAYING FIELD

By Jacqueline Mwanza

MEET THE CHIEFS

AMAZING KOLISI!
Captain fantastic relentless in efforts to change SA with Bok message

HITTING THE METRICS
WHICH IS BETTER - A HEAVY HAIL MONTH OR A POWER MONTH OR SPORT?

Life of Bryan

Glitz, glamour, joy and colour as Klopse shine

Minstrels make carnival magic

Banyana Banyana legend Amanda 'toki' Dlamini announced as Laureus Ambassador

AMANDA DDLAMINI
Amanda Dlamini is the first South African woman to be appointed as a Laureus Ambassador. She is a former SA Netball captain and a current member of the SA Netball team. She is also a former SA Women's National Team captain and a current member of the SA Women's National Team.

LAUREUS SPORT FOR GOOD

CLIENTS

'A man who commands respect'

Next Saturday at Durban's Kings Park, Bok captain Siya Kolisi will lead his team against Argentina in the Rugby Championship opener. **Liz Clarke** looks at the background of this new sporting icon.

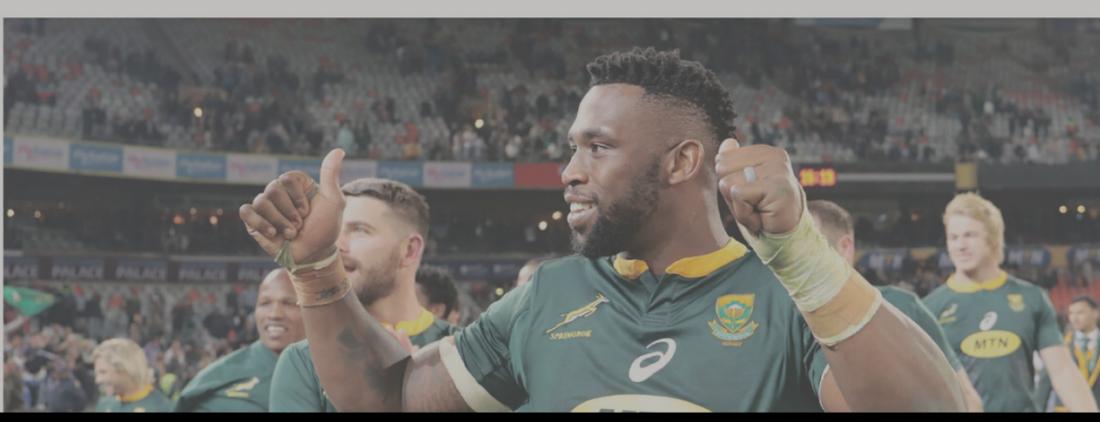
ON JUNE 9 Springbok flank Siya Kolisi showed critics and prejudice aside, engraving his place in history as the first black rugby player to captain the Bok team in 127 years.

It was an emotion-charged moment that few will forget and one that could not have been imagined even five years ago.

Yet as he led his team on to the field at Ellis Park in the same No 6 jersey that Mandela wore when South Africa won the World Cup, there were the sceptics who wondered if head coach Rassie Erasmus had done the right thing.

On that occasion the Springboks beat England by 42 points to 39. It was a good start everyone agreed.

Fast forward six weeks, with a double win under his team's belt, it was doubtful whether anyone, player or fan, could doubt that 27-year-old Kolisi's place in South Africa's sporting hall of fame was truly deserved. One could even suggest that his leadership role is a haunting and sobering reminder of those who, in the days of apartheid, were denied the right to wear the Green



and the rainbow flag. It has not always been earlier. He is a strong warrior who commands respect all round. At a press conference he was asked if he represented the interest of black Africans. "I represent all South Africans who love the game of rugby," he said.

Whatever he might say, Kolisi's beginning was less than ordinary, being born to teenage parents of little means.

Siya and his two younger siblings were raised by their grandmother who took odd jobs as a domestic worker wherever she could to provide for the family.

"My mum was too young to raise me," Kolisi told reporters ahead of his debut as captain. "It was a difficult time, not the worst, but it was difficult for me going to school and everything."

One thing his family taught him was a love of rugby. Since the age of eight, Kolisi says, he had a firm understanding of the game thanks to his father, Dimphele, who



Laureus

SPORT FOR GOOD

SOUTH AFRICA

Banyana Banyana legend Amanda 'toki' Dlamini announced as Laureus Ambassador

South Coast born former Banyana Banyana Captain, Amanda Toki Dlamini was officially appointed as a Laureus Ambassador at the 14th Annual Mercedes-Benz and Laureus Sport for Good Foundation event on Friday, 22 June at Mercedes-Benz City.

Raised in the rural lands of Harding in the Ugu District, Amanda has achieved what most young people in the rural areas can only dream of. Her first encounter with soccer was at the age of 11, as a spectator of informal games played in the townships of Harding and she never looked back.

"Amanda worked hard towards achieving her dream of playing in the top tier of soccer in 2007 and she went on to captain the team from 2010 - 2013. She retired from Banyana Banyana earlier in 2018 after an illustrious career spanning 11 years where she earned 105 caps," said Steve Hickman, the Deputy Principle of Mercedes-Benz Africa.

Amanda is passionate about empowering the youth and helping them realise their potential. She is currently involved in the field playing football she gives motivational talks to the youth and continues her work with the Amanda Dlamini Girls Football Club.

"The Amanda Dlamini Girls Football Club is a select group of both current and retired players and women who have achieved sporting greatness or made significant contributions to the sporting world. It is a platform for them to be empowered through the use of sports and education. The Laureus philosophy aligns perfectly with my mission for the Amanda Dlamini Girls Football Club which will create many opportunities to work together going forward," said a very proud Dlamini.

She joins her previous coach Dlamini Etsi and former Banyana Banyana legend Lucas Phele in an esteemed group of South African sporting icons. Laureus Ambassadors are a select group of both current and retired players and women who have achieved sporting greatness or made significant contributions to the sporting world.

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GET CONNECTED



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"PEOPLE DON'T BUY GOODS AND SERVICES. THEY BUY RELATIONS,
STORIES AND **MAGIC.**"

SETH GODIN



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