

## **Taking Soccer to the Peak of Africa** ***Issued by Matrix Advertising & Communications***



In the build up to the 2010 Soccer World Cup, a dynamic team of ordinary, yet courageous and inspirational Lymphoma survivors, plan to summit Africa's highest peak, Mount Kilimanjaro, in an effort to raise public awareness of the symptoms of Lymphoma and the importance of early detection of this type of cancer.

They will be taking a soccer ball with them, inscribed with messages from Lymphoma survivors to the top of the continent as part of this cancer awareness initiative.

Robby Kojetin, who last year gained recognition after becoming only the 17<sup>th</sup> South African to summit Mount Everest, is at it again! This year he is the team leader of this group, aptly named Team of Hope.

"It's really great to have the opportunity to carry the messages of those that are still fighting the disease, even while they can't" said Kojetin.

The climb will be captained by Kojetin, but will include Lymphoma Survivors Ilse-Mari Hanekom (known from Big Brother SA) as well as Lionel Greenberg, both of whom were treated and are successfully in remission due to early detection.

"This Climb is about highlighting the importance of early detection, as early detection is the best way of saving lives when it comes to Non-Hodgkin's Lymphoma," said Kojetin.

Robby lost a friend and mentor to Non-Hodgkins Lymphoma, and this was the spark that has taken him to the top of the world and back.

The Team Depart on Saturday 1<sup>st</sup> May 2010 at 22h00 from OR Tambo International Airport. Show your support by joining our Facebook group, Team of Hope Kili Climb, or visit our website on [www.teamofhope.co.za](http://www.teamofhope.co.za)

Pic Caption: Robby Kojetin on Kilimanjaro

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