



PRESS RELEASE  
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## **VICTORIA COMMERCIAL BANK COMMITS KSH 10M TO THE EAST AFRICAN SAFARI CLASSIC RALLY STARTING 10<sup>TH</sup> FEBRUARY**

**January 13<sup>th</sup>, 2022....** The up-coming East African Safari Classic Rally beginning 10<sup>th</sup> February has received a major investment from Victoria Commercial Bank, committing to Ksh 10 million in sponsorship towards the rally as preparations finalise for the event.

“Victoria Commercial Bank PLC is proud to be the exclusive Financial Services sponsor to the world’s greatest rally, the East African Safari Classic Rally, which runs from 10<sup>th</sup> - 18<sup>th</sup> February 2022. We believe this sponsorship will go a long way in assisting organisers in planning, facilitation and ultimately spectator and driver enjoyment of this iconic international motor-sporting event.” said Dr. Yogesh Pattani, CEO of Victoria Commercial Bank PLC said.

Dr. Pattani added that motorsport has been a major spectacle for Kenyans across several generations and Victoria Commercial Bank is proud to promote the core values of sportsmanship, competitiveness and cultural exchange to help build a unified global community through the East African Classic Safari Rally.

The EASCR Event Director, Natasha Tundo, said that despite the turbulent period the world is experiencing due to the prolonged Covid-19 pandemic, the rally is fully prepared for a 9-day adrenaline-filled event. “We are proud to deliver this Classic Rally despite the challenges presented by the pandemic as it is an important landmark in marketing Kenya’s diversified culture and as a tourist destination. The EASCR commits that we will show global audiences the best of our country to worldwide audiences across TV, digital and audio platforms.” Ms Tundo explained.

The over 5,000km race which flags off in Naivasha, will traverse through 11 such diverse Kenyan Counties which include Nakuru, Elgeyo Marakwet, Baringo, Laikipia, Kajiado, Taita Taveta and finishes off in the idyllic Indian Ocean location of Watamu in Kilifi County. Besides local drivers, the rally has allured competitors from United Kingdom, Russia, Poland, Portugal, the Czech Republic, Germany, Austria, South Africa and the USA.

The historically huge interest has been increased by the successful 2021 WRC Safari Rally and the East African Safari Mini Classic Rally staged in Kenya last year.

Ends.

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