

## **PRESS RELEASE**

### **Kenya Airways Partners with Kenya Rugby Union—Simbas Team as Official Airline for Rugby World Cup Campaign**

**Nairobi, Kenya – May 24, 2025**—Kenya Airways (KQ) has entered into a new partnership with the Kenya Rugby Union—Simbas Men's 15 Team, making it the official airline partner of the national team during the Rugby World Cup.

This partnership aims to support the ongoing growth of Kenyan rugby by uplifting local talent and empowering African sports champions through a KES 15 million in-kind sponsorship set to run over the next 12 months.

The announcement was made at a signing ceremony at RFUEA grounds on Ngong Road, just ahead of the Simbas' warm-up match against the UAE national team, which is crucial for securing their spot in the global tournament.

During the signing ceremony, Julius Thairu, Chief Customer and Commercial Officer of Kenya Airways, emphasized the airline's commitment to this partnership. He stated, "This collaboration is rooted in shared values of teamwork, tenacity, and transformation—the spirit that defines rugby and our journey as the Pride of Africa. This demonstrates our dedication to uplifting local talent and empowering African champions to rise."

Expressing his enthusiasm, the Kenya Rugby Union Chairman Mr. Sasha Mutai stated, "We are excited to have Kenya Airways as the main sponsor of the Kenya 15s national rugby team, the Simbas. Their support will not only go a long way in helping make the Kenya Simbas a rugby power globally, but also contribute to our shared mission of raising the Kenya flag high."

This partnership is pivotal as the Simbas men's 15 team prepares for the qualifiers later this year, a journey that Kenya Airways is proud to support. Kenyan rugby has thrived over the years, firmly establishing Kenya's position in the top tier of the Sevens World Series in Africa and positioning the airline as a legacy sponsor.

Through sponsorship of various sports events and initiatives, Kenya Airways aims to promote the development of sports talent and further solidify Kenya's status as a leading sporting nation.

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#### **About Kenya Airways:**

Kenya Airways (KQ), *The Pride of Africa*, is a leading African carrier on a mission to propel Africa's prosperity by connecting its people, cultures, and markets. We fly to 45 destinations worldwide, 37 of which are in Africa, connecting over 5 million passengers and over 70,000 Tons of cargo annually through our Hub at Nairobi's Jomo Kenyatta International Airport.



As the sole African carrier in the SkyTeam Alliance, we open up a world of possibilities for our customers, connecting them to over 1,060 destinations in 173 countries. We take pride in offering a delightful flying experience with a caring African touch. Our exceptional African hospitality has consistently earned us global recognition including the prestigious Skytrax World Airline Awards where we were honoured with the Best Airline Staff and Best Airline Cabin Crew in Africa in 2024.

For more information, visit [www.kenya-airways.com](http://www.kenya-airways.com) or call our 24-hour Customer Services Desk at +254 20 327 4747. We are also available on Twitter: @KenyaAirways & @KQSupport, Facebook: @OfficialKenyaAirways, and Instagram: @OfficialKenyaAirways.

For media enquiries, please contact Kenya Airways Corporate Communications:

[Corporate.communications@kenya-airways.com](mailto:Corporate.communications@kenya-airways.com)