



PRESS RELEASE

Kenya Airways: Official Airline Partner for the Magical Kenya Open 2024

NAIROBI, KENYA 14 February 2024 — Kenya Airways today announced its partnership with Kenya Open Golf Limited (KOGL) as the official airline partner for the Magical Kenya Open (MKO) that will take place from the 22nd to 25th of February 2024 at Muthaiga Golf Club.

This year, KOGL will host Africa's first Golf for the Disabled (G4D) Tournament, scheduled to take place from 19 – 20 February 2024, before the Magical Kenya Open event, which is scheduled to take place from 22 -25 February 2024, with the Pro-am on 21st February. The G4D event is part of Kenya's commitment to embracing and promoting inclusivity in golf, having joined EDGA (European Disabled Golf Association).

Commenting on the partnership, Kenya Airways Group Managing Director and CEO Allan Kilavuka said that KQ is committed to supporting people with disabilities (PWDs) and promoting sports tourism.

"Kenya Airways is at the forefront of promoting initiatives that drive inclusivity and accessibility for people with disability. Programmes like G4D are vital for offering athletes with disabilities the opportunity to showcase their talent and sports fans a chance to experience the joy of Golf and sports. Our in-kind sponsorship will provide seamless travel experiences for G4D golfers, their caddies, event participants, tourists, and spectators."

The G4D tournament will have a field of Top 10 international G4D players, and KQ will provide the G4D golfers and their caddies five return tickets and free carriage of their golf bags. As the airline partner, KQ will also fly European Tour Group officials and offer discounted tickets to the over 200 players and caddies participating at the DP World Tour destinations.

"With Kenya Airways continued support in the Magical Kenya Open, it's a true testament of how corporate organisations are committed towards the growth of golf in the country and putting the country on the world map. We are also extremely grateful to Kenya Airways for extending their support to the team who will be participating in the first ever Golf for Disabled tournament in Africa to be held alongside the 2024 Magical Kenya Open ", said Peter Kanyago, Chairman, Kenya Open Golf Limited

Kenya Airways has played a significant role in promoting sports tourism through partnerships with major sporting events in Kenya. The collaboration with MKO is part of KQ's commitment to promoting Kenya as a sports tourism destination and a premier golfing and holiday destination.

The Magical Kenya Open is a professional men's golf tournament founded in 1967 on the Safari Circuit and is part of the DP World Tour. The tournament will benefit local businesses economically and give Kenya international visibility that aligns with KQ's mission of propelling Africa's prosperity by connecting its people, cultures and markets. MKO is an event that positions Kenya and Africa on the global map of sports and tourism. It also allows celebrating Kenya's rich cultural heritage and beauty.



About Kenya Airways

Kenya Airways, a member of the Sky Team Alliance, is a leading African airline flying to 42 destinations worldwide, 35 of which are in Africa. In 2022 the World Travel Awards recognized KQ as Africa's Leading Airline, Africa's Leading Airline Brand, Africa's Leading Airline - Business Class, and Africa's Leading Inflight Magazine (Msafiri). In 2023 KQ was awarded Best Airline Staff in Africa at the prestigious Skytrax World Airline Awards. KQ's fleet comprises of wide-body Boeing aircraft that includes its flagship B787 Dreamliner and narrow-body Embraer E190 aircraft.

The on-board service is renowned worldwide and the lie-flat business class seat on the wide body aircraft is consistently voted among the world's top 10. Kenya Airways takes pride in being at the forefront of connecting Africa to the World and the World to Africa through its hub at the new ultra-modern Terminal 1A at the Jomo Kenyatta International Airport in Nairobi.

For more information go to www.kenya-airways.com or call our 24-hour Customer Services Desk: +254 20 327 4747, Twitter: @KenyaAirways, Facebook: KenyaAirways, Instagram: OfficialKenyaAirways

For media enquiries, please contact:

Kenya Airways Corporate Communications:

- Kanyingi.kuria@kenya-airways.com
- Corporate.communications@kenya-airways.com

