



# Press Release

## **Charles Williams to pit his skills against the world's best golfers**

**Johannesburg, South Africa. March 2017** - Charles Williams, undeniably the best deaf junior golfer in South Africa, boasting a handicap of 7, will compete in his third Canon South African Disabled Golf Open in May this year. The 23 year old, who rose through the South African Disabled Golf Association's First Swing Golf programme, is excited about competing in the tournament which attracts some of the world top golfers with disabilities.

Many talented international golfers have already confirmed their participation in the 2017 Canon South African Disabled Golf Open. Amongst these are Bob MacDermott (Canada); Martin Williams (United Kingdom); Shaun Bakker (United Kingdom); George Mecs (France) and Cian Arthurs (Ireland). The event, now sponsored by Canon South Africa, takes place in Cape Town from the 15<sup>th</sup> to the 17<sup>th</sup> of May 2017.

Williams was born hearing but contracted meningitis when he was one which left him deaf. He started playing golf at a young age as a learner at the De Le Bat School and College for the deaf in Worcester. During his college years, Williams helped the Boland coach (who is now a patron of SADGA, Oom Kulk Martinus) with the deaf golfers at De La Bat.

He proved to be so good with the children that since he moved back to Cape Town in January this year, he has been coaching golf at schools for the deaf and persons with disabilities. The King David Mowbray Development (KDM) Coaches were so impressed with his coaching that he was asked to coach able bodied kids of the KDM programme. Williams is also the leader of the First Swing programme's Elite Group.

A valued member of the SADGA team, Williams goes into the SADGA Cape Town office every day and coaches the Noluthando, Eros , Thembaletu, Filia and Dominican children.

His other duties are as an interpreter at SADGA and he also helps with SADGA office admin.

According to Reinard Schuhknecht, Brand Ambassador for the 2017 Canon South African Disabled Golf Open, SADGA has also started training Williams to become a PGA coach and so far his marks have been outstanding. The plans are to also train him as the First Swing Programme Deaf Brand Ambassador.

“Williams made the SA team to travel to the Deaf Golf World Championships last year. Unfortunately the team could not get funding to attend the tournament so he didn’t manage to go. The Canon South African Disabled Golf Open is therefore a great opportunity for Williams to show off his golfing prowess and pit his skills against some of the best in the world,” says Schuhknecht.

The Canon South African Disabled Golf Open, has at its heart the goal to inspire and unite players, as well as acknowledge their achievements. South Africans have historically dominated the tournament, with Ben van Zyl winning the event from 1998 to 2003; Pieter Jansen in 2004; Nico Wentzel in 2008; Igin Grobbelaar in 2009 and 2010; and Daniel Slabbert from 2011 to 2013, and again in 2015.

Canon South Africa, which has been a proud sponsor of SADGA for many years, has proudly taken the reigns as the official sponsor of the South African Disabled Golf Open for 2017.

-Ends-

**Media enquiries, please contact:**

Media enquiries, please contact:

Canon South Africa  
Dana Eitzen  
t. +27 (0)12 675 4900  
e. [pr@canon.co.za](mailto:pr@canon.co.za)

PR Agency – Mail Room PR  
Azelle Evans  
t. +27 (082) 851 0090  
e. [azelle@themailroom.co.za](mailto:azelle@themailroom.co.za)



#### About Canon Europe

Canon Europe is the regional sales and marketing operation for Canon Inc., represented in 116 countries and employing 17,000 people across Europe, the Middle East and Africa (EMEA).

Founded in 1937 with the specific goal of making the best quality camera available to customers, Canon's tireless passion for the Power of Image has since extended its technology into many other markets and has established it as a world leader in both consumer and business imaging solutions. Its solutions comprise products, ranging from digital compact and SLR cameras, through broadcast lenses and portable X-ray machines, to multi-function and production printers, all supported by a range of value added services.

Canon invests heavily in R&D to deliver the richest and most innovative products and services to satisfy customers' creative needs. From amateur photographers to professional print companies, Canon enables each customer to realise their own passion for image.

Canon's corporate philosophy is [Kyosei](#) – 'living and working together for the common good'. In EMEA, Canon Europe pursues sustainable business growth, focusing on reducing its own environmental impact and supporting customers to reduce theirs using Canon's products, solutions and services. Canon has achieved global certification to ISO 14001, demonstrating a world-class environmental management standard.

Further information about Canon Europe is available at: [www.canon-europe.com](http://www.canon-europe.com)

#### About Canon South Africa

Canon South Africa (Pty) Ltd, a wholly owned subsidiary of Canon Europe, came into being on January 4, 2000. Canon Europe is the regional sales and marketing operation for Canon Inc., represented in 120 countries and employing over 11,000 people across Europe, the Middle East and Africa (EMEA). Canon Europe invested in South Africa with a view to growing and expanding its market share in the country.

In South Africa, the Canon brand is today synonymous with consistency, driven by the company's passion, imagination, knowledge and importantly, loyalty to its customers. Canon SA offers a wide range of consumer imaging products and business solutions as well as a variety of large format printers.

Canon technologies are durable, innovative, intuitive, and feature smart and environmentally sustainable designs. Canon invests heavily in R & D and will continue to deliver new and technologically advanced products that cater for a variety of requirements.

In South Africa Canon will continue to support environmental sustainability by operating responsibly, minimizing the impact of its business on the environment and also encouraging a culture of environmental awareness and accountability amongst their staff, business associates and partners. Canon has also maintained its ISO 14001 environmental accreditation since 2007.