



# Press Release

## **Ireland's Cian Arthur a tough contender in the 2017 Canon South African Disabled Golf Open**

**Johannesburg, South Africa. February 2017** - The number of international players competing in the 2017 Canon South African Disabled Golf Open continues to burgeon, with players from France, England and the United States in the mix for the tournament in Cape Town in May 2017. Irish arm amputee, Cian Arthurs is the latest international to confirm his participation in the prestigious the 2017 Canon South African Disabled Golf Open which annually attracts the very best disabled golfers from South Africa and the world. In 2016, 30% of the field boasted single figure handicaps and more than half of the competitors have handicaps of 18 or lower.

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; Iglin Grobler in 2009 and 2010; and Daniel Slabbert from 2011 to 2013, and again in 2015.

"The South African Disabled Golf Open is now in its 19<sup>th</sup> year and continues to grow in size and prominence, attracting a diversity of excellent golfers with disabilities each year. We look forward to welcoming Ireland's Arthurs for his first South African Disabled Golf Open," says Reinard Schuhknecht, Brand Ambassador for SADGA.

Arthurs is certainly a force to be reckoned with, boasting an official handicap of 6.5 in accordance with CONGU requirements. He represented Europe against America in the Fightmaster Cup (The equivalent of the Ryder Cup for one armed golfers) in 2010, 2012, 2014 and 2016. He also represented Ireland in the World One-Armed Golf Championships from 2009 to 2016 and has always finished in the top eight. He is a member of Roganstown Golf and Country Club and is working towards becoming a professional golf coach specialising in children with disabilities. In addition to being a keen golfer, he also plays soccer for Swords Celtic and was voted the club's Player of the Year in 2015.

Despite his disability, he leads an active lifestyle and is currently working as the coach to the Fingal Ravens Ladies Football team. He also keeps busy freelancing at the Kinsealy Grange Driving Range and Golf Academy, and at a security company.

Hosted annually by the South African Disabled Golf Association (SADGA), the South African Disabled Golf Open is now in its 19<sup>th</sup> year and will take place from the 15<sup>th</sup> to the 17<sup>th</sup> of May in Cape Town. Previously sponsored by Nedbank, the event is now sponsored by Canon South Africa which has been a proud sponsor of SADGA.

Follow Arthurs on Facebook at Cian Mac Airt.

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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.