



# Press Release

## **Durban's Emil Maehler set to inspire at 2017 Canon South Africa Disabled Golf Open**

**Johannesburg, South Africa. March 2017** - Durban born and raised Emil Maehler continues to inspire young disabled people through his role as an ambassador of the South African Disabled Golf Association (SADGA) and will once again show, through his participation in the 2017 Canon South African Disabled Golf Open, that where there is passion, anything is possible.

Maehler will be amongst some of the world's top disabled golfers competing in the tournament. In 2016, 30% of the field boasted single figure handicaps and more than half of the competitors have handicaps of 18 or lower.

"Emil Maehler is perhaps one of South Africa's most inspiring young disabled golfers. A valued member of the SADGA family, he is also a very talented golfer and an inspiration to everyone he meets," says Reinard Schuhknecht, Brand Ambassador for SADGA (South African Disabled Golf Association).

Maehler, diagnosed at birth with Spastic Cerebral Palsy, is physically disabled and due to the spasticity of his facial muscles he is unable to speak. Yet, he has never allowed his disabilities to hinder him. From a young age he has overcome many adversities and remained determined to live an active, productive life, working hard to overcome challenges and achieve his goals. He is able to walk and has the use of his right side. Although he isn't deaf, he uses sign language and his iPad to communicate. A keen golfer, he boasts a handicap of 29.

A sociable young man, Maehler is known for his big, infectious smile. He takes his role as ambassador of SADGA very seriously and enthusiastically works to promote its programmes and golf events. He also helps with the Watches Unlimited Golf Day Fundraiser in KwaZulu-Natal, a fundraiser which is sponsored by his father, Bryan. Maehler will be joined at the 2017

Canon South African Disabled Golf Open by his fiancé Weroeshka, who will also be his caddie at the tournament.

The Canon South African Disabled Golf Open, will take place from the 15<sup>th</sup> to the 17<sup>th</sup> of May in Cape Town. 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.

SADGA is recognised and respected for opening up a world of world of interaction, opportunities and competition for golfers with disabilities. In addition to the South African Disabled Golf Open, SADGA organises about 40 provincial golf days around the country each year, which culminate with the SADGA Provincial Challenge.

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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.