



# Press Release

## **Michaelhouse's Jabu Price Moor amongst the youngest competitors in the 2017 Canon South African Disabled Golf Open**

**Johannesburg, South Africa. March 2017** - One of the youngest competitors confirmed for the upcoming Canon South African Disabled Golf Open, Jabu (Cameron) Price Moor, has been working hard to improve his handicap in time for his second appearance in the prestigious tournament which takes place in May. In 2016, when he participated in the Disabled Golf Open for the first time, he boasted a handicap of 19. This year, he enters the tournament with an impressive 14 handicap.

A Grade 11 learner at Michealhouse in KwaZulu-Natal, Jabu is one of only 11 players under the age of 18 confirmed for this year's Canon South African Disabled Golf Open. Hosted annually by the South African Disabled Golf Association (SADGA), the tournament attracts the world's top golfers with disabilities. In 2016, 30% of the field boasted single figure handicaps and more than half of the competitors have handicaps of 18 or lower.

Jabu's right arm was paralysed in a car accident when he was one year old.

"His injury was total paralysis of his right arm (brachial plexus), but a surgeon in Cape Town managed to give him some usage in that arm. Although it is very short and does not grow, he is able to play sport and lead an active life," says his father, Dube.

His first name is actually Cameron but he never uses that name. He became known as Jabu as a baby because he was always so happy and jolly. Jabu is short for Jabulani which means "rejoice" in Zulu. This name, which is now in his passport and ID, is unique for a white boy and brings him instant attention.

According to his father, Jabu has never let his disability be an excuse not to live his life to the fullest. He leads an active life and has numerous interests.

These include hockey, equestrian endurance riding, cricket and fishing. In his leisure time, he rides motorbikes and quad bikes, and also enjoys boating, which he learned early in life

while Tiger fishing on the Zambezi River. In July this year, Jabu will be riding his horse an incredible 200 kilometers at Fauresmith in the National Championship.

Jabu spent six years in Zambia when he was younger and did a lot of competitive swimming during his time there. Even with one arm he competed against the able bodied children and he held the 400m Butterfly Under 10 Zambian Record (for able bodied individuals). He became affectionately known as the "Lionheart of Zambia" and is recognised by name by many of the immigration officials when he travelled between South Africa and Zambia. Jabu started playing golf five years ago and rates it as his favourite sport. He is part of SADGA's First Swing Programme, a developmental golf training programme for children with disabilities, and also plays golf for his school.

Jabu has big dreams. He wants to study to be a lawyer when he is finished school and would like to represent South Africa internationally as a professional golfer as well. He is excited about participating in his second Canon South African Disabled Golf Open.

The tournament, previously sponsored by Nedbank, offers a platform for disabled golfers to pit their skills against some of the best in the world in a credible competition that has at its heart the goal to inspire and unite players, and acknowledge their achievements. Many talented international golfers have already confirmed their participation in the 2017 Canon South Africa Disabled Golf Open. Amongst these are Bob MacDermott (Canada); Martin Williams (United Kingdom); Shaun Bakker (United Kingdom); George Mecs (France) and Cian Arthurs (United Kingdom).

The 2017 Canon South Africa Disabled Golf Open takes place at King David Mowbray Golf Course, which is the home of disabled golf in the Western Cape, from the 15<sup>th</sup> to the 17<sup>th</sup> of May.

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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.

