



**PITCH UP
IN PINK!**



PINK DAY TEN YEAR REPORT

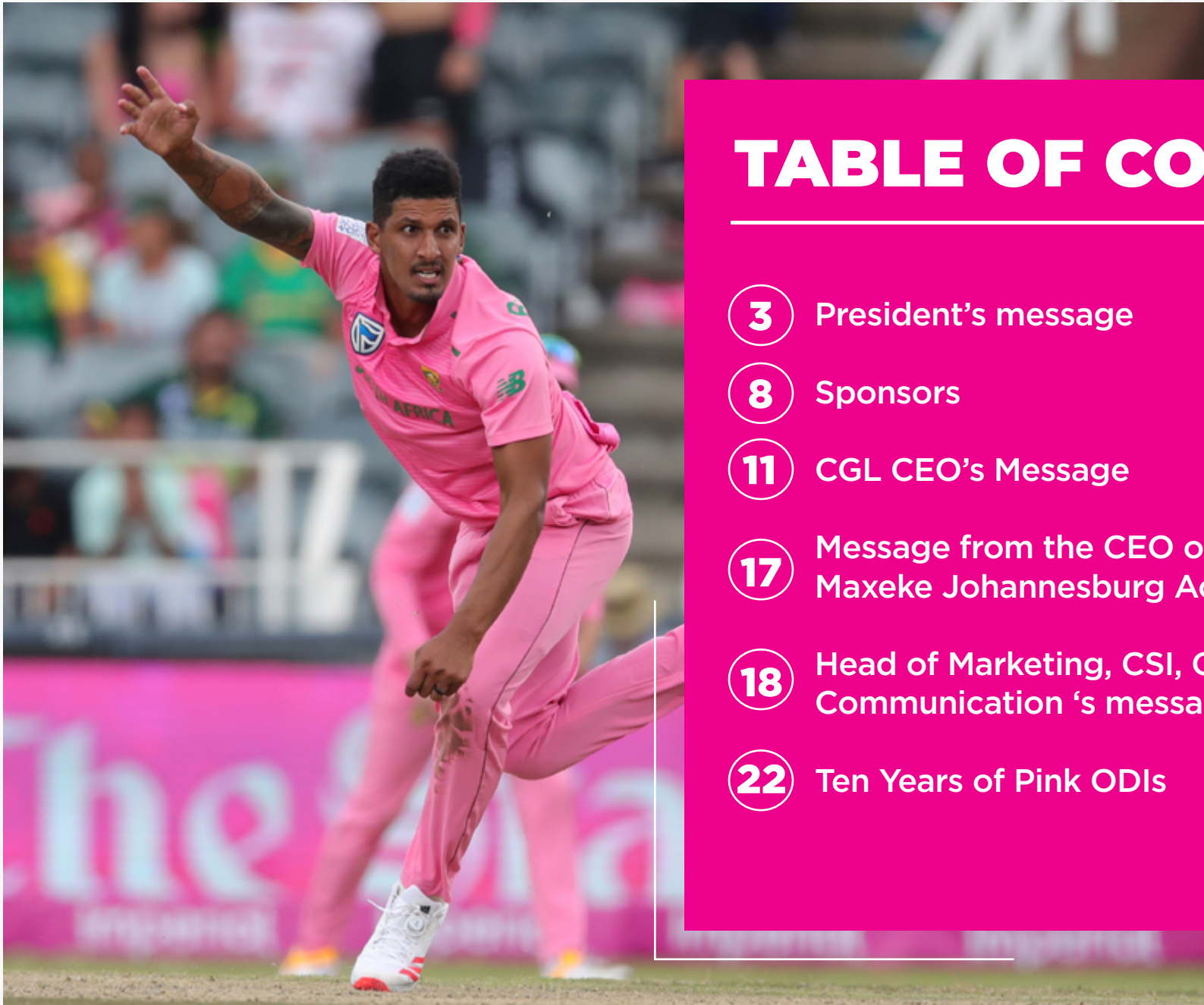


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PRESIDENT'S MESSAGE



Ten years of Pink Day ODIs

In 2021 we celebrated the tenth time that the Proteas pitched up in pink in support of breast cancer awareness, education, treatment and research. The first time this happened was part of a five day test against Australia in 2011, where the teams donned pink on the third day of the test at the Wanderers Stadium. In 2013, Cricket SA hosted its first Pink Day ODI and this year we will celebrate our tenth Pink Day ODI.

Breast cancer is the most common cancer in women worldwide and in South Africa approximately 19.4 million women, aged 15 years and older, are at risk of being diagnosed with breast cancer at some stage in their lives. Men have also been diagnosed with breast cancer in recent years. This is a very real scourge and an issue which requires much needed awareness. We can assume that the scourge knows no boundaries, age, creed, race, religion and nationality and the impact it has on society.

It has been amazing to see how the South African cricket loving community has come out in earnest to support this worthy course. It has also been incredible to see how our opponents and their fans have embraced Pink Day, and I would like to thank the Boards of England & Wales, Pakistan India, the West Indies, Sri Lanka and this year, Bangladesh, for their unwavering support, which is testament to what sport can do.



THE HISTORY OF PINK DAY



Legendary Australian cricket Glenn McGrath first planted the seed for Pink Day with South Africa back in 2009. During the third day of the final Test series between South Africa and Australia at the Sydney Cricket Ground the Jane McGrath Foundation and Cricket Australia partnered for the first 'Jane McGrath Day'.

Two years later when Australia faced the Proteas at the Wanderers, in the second Test of a shortened series, the third day was declared 'Pink Day'. Cricket SA and some of its sponsors partnered with the McGrath Foundation to raise awareness and money for breast cancer.

In 2013, the Central Gauteng Lions (then the Gauteng Cricket Board) founded the Pink Day ODI as an annual event where the Proteas swap their traditional green and gold cricket gear and wear pink to raise awareness of and funds for breast cancer. It is now one of the most popular events in the South African cricket calendar and is played to a sold-out Wanderers' stadium. The fact that it took seven matches before the Proteas were defeated in pink has certainly contributed to the popularity of this event.

BENEFICIARIES OF THE EVENT



Since we launched the Pink Day ODI in 2013 over R7 million has been raised from sponsors, fans, Cricket South Africa and the players themselves in support of breast cancer. Local cancer awareness programmes and non-profit organisations have benefitted from this event, bringing screening to communities that previously didn't have access to essential preventative services.

An early beneficiary of the funds raised from Pink Day was PinkDrive. This non-profit company is focused on providing education and early diagnostic support to women (and men) across South Africa in line with their motto that "Early Detection Saves Lives."

Since 2018 the beneficiary of Pink Day has been the Breast Care Unit at the Charlotte Maxeke Johannesburg Academic Hospital. Run by dedicated specialist nurses and experts in the field, they provide access to quality breast care for South Africans, regardless of geographical location and socioeconomic status.

But it's not just about the money raised. It's also about the awareness created. A pink stadium reminds the entire South African cricket-loving community about breast cancer and the need for preventative screening. It also helps garner support for those fighting cancer.

WITH THANKS TO OUR SPONSORS AND SUPPORTERS

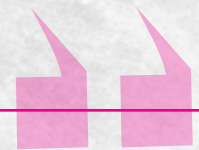


Pink Day had many proud supporters including Cricket South Africa and the commercial sponsors who have gone above and beyond to make this event a success each year. The many incredible initiatives that our sponsors have come up with over the last decade have certainly added tremendously to the excitement of the day. There has always been a big incentive to score hit boundaries, whack a few sixes and take wickets, which has certainly helped contribute to some cracker, record-breaking games.

I would also like to extend a big thank you to the 23,000 plus fans that pack out the Bullring every year as well as the millions of supporters around the world that tune into the match every year and support the event through a dedicated SMS line, SNAPSCAN, Pink bracelets amongst other fund raising initiatives.

We look forward to the tenth Pink Day ODI to be held at the Imperial Wanderers Stadium on 20 March 2022 against Bangladesh. I have no doubt that this contest will bring with it all the excitement that we have come to expect from Pink Day and mark a decade of incredible experiences that do make a big impact.

Anne Vilas
President
Central Gauteng Lions





Pink Day has been made possible thanks to the support of the following incredible sponsors and partners:

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CGL CEO's MESSAGE



It gives me great pleasure to reflect on ten years of what has been one of the most successful initiatives of the last ten years for the Central Gauteng Lions (CGL), the annual Pink Day One Day International. In just a decade this sporting event has established itself as one of the most iconic events of the South African sporting calendar.

Cricket fans from across South Africa, and indeed from abroad, wait in anticipation for the spectacle of cricket that they have come to expect from Pink Day. Pink Day is a day where the Proteas men's cricket team dress in pink and play a One-Day International in support of breast cancer. They are not the only ones, cricket fans young and old, breast cancer survivors and their loved ones, pitch up in pink too in support of those that have fought this battle and to create awareness of the disease in order to save lives.

The day has become synonymous with great cricket, a day where records have tumbled and fans have been treated to an incredible spectator experience at a packed-to-capacity Bullring. I am sure everyone has their special Pink Day memory. Certainly I will never forget what is arguably the greatest of them all, when AB de Villiers scored the fastest ODI century ever after coming to the crease when there were less than 12 overs still to be bowled. With Hashim Amla and Rilee Rossouw also scoring centuries the Proteas improved by one run on their famous effort in the '438' match in 2006.





WHAT IS PINK DAY ALL ABOUT



Pink Day is a day that we all look forward to because of the action that happens on the field. But it's what happens behind the scenes that has really elevated this day for me now that I am more intimately involved in putting Pink Day together.

When I joined the Central Gauteng Lions in 2019 I wanted to get a better sense of what impact the funds we raise for Pink Day have. My wife and I went to visit the breast care unit at the Charlotte Maxeke Academic Hospital, which has been the beneficiary of Pink Day since 2018. The experience both chilled me to the bone and warmed my heart. It made me really realise what this is all about. Supporting the incredible work that the doctors, nurses and Charlotte Maxeke are doing in order to help people from all walks of life to deal with this terrible disease. Considered a 'Centre of Excellence' in the breast care field, the unit diagnoses more than 350 new breast cancer cases every year.

Early detection and diagnosis of breast cancer enables a far higher chance of a positive outcome. Our aim is to contribute towards a quicker diagnosis – through awareness and education – as breast cancer affects not only the patient, but their entire family unit as well. I want the colour pink to remind people to get tested and hopefully detected early enough to make a full recovery: That's our goal and one we are as committed to as ever as we mark ten years of hosting the Pink Day ODI.

What happens on the field at Pink Day each is just one small part of what goes into making this event a success. Every year my team works tirelessly to secure corporate support and to create awareness so that this event can continue to raise much needed funds for our beneficiary.

Sponsors have come up with a host of different tactics to raise money, from hitting Momentum's inflatable 'M', to smashing the ball atop Castle Corner and hosting on-air live auctions. From the outset fans have always been encouraged to contribute directly, donating R20 by simply sending a message to our SMS line or donating via Snapscan. Last year when fans weren't able to attend in person because the Covid-19 pandemic forced us to play behind closed doors, we still managed to raise funds through the sale of virtual tickets.



PinkDrive



THE BENEFICIARIES

Over the last ten years Pink Day has raised over R7million for breast cancer awareness, education and treatment. There have been two main beneficiaries of the funds, PinkDrive (2013-2017) and The Breast Cancer Unit at the Charlotte Maxeke Johannesburg Academic Hospital (2018-present).

PINKDRIVE

Between 2013 and 2017 non-profit company PinkDrive, was the primary beneficiary of Pink Day. PinkDrive is entirely focused on providing education and early diagnostic support to women (and men) across South Africa. The organisation conducts mammograms, does clinical examinations and educates people about breast health.

The funds raised assisted PinkDrive with the services it provides to over 70 clinics and 10 hospitals in Gauteng and with the upkeep of its mobile mammography, gynecological units and education units.



THE BREAST CANCER UNIT, CHARLOTTE MAXEKE JOHANNESBURG ACADEMIC HOSPITAL

Since 2018, the beneficiary of the Pink Day ODI has been the Breast Cancer Unit at the Charlotte Maxeke Johannesburg Academic Hospital.

The Charlotte Maxeke Academic Hospital is one of the biggest hospitals in the southern hemisphere. It has over 1,000 beds and is one of South Africa's few facilities to offer oncology services. On an annual basis this hospital treats more than 200,000 patients.

The Breast Care Unit is run by dedicated specialist nurses and experts in the field. They tirelessly provide access to quality breast care, regardless of geographical location and socioeconomic status.

Annually, the unit addresses up to 350 women with newly diagnosed breast cancer and provides a service to seven district hospitals from Gauteng, Mpumalanga, Limpopo and further afield. Patients from other provinces and all over Africa are also accommodated. The sad reality is that due to a lack of education around the disease, patients often arrive at the hospital at a time when a fairly treatable disease, if detected early, has progressed beyond the point of treatment.

Charlotte Maxeke Johannesburg Academic Hospital also trains medical students, interns, medical officers, registrars and junior consultants in breast care, making it a centre of excellence in this field. There is also a "Breast course 4 Nurses" programme to empower nurses in breast care.

On 22 March 2022 we will host Bangladesh at the Imperial Wanderers Stadium for the Betway Pink Day, which will be the 10th Pink Day ODI we have hosted. I look forward to sharing this day with our fans far and wide as we once again raise both awareness and funds for breast cancer education, awareness and treatment.

A HEARTFELT THANK YOU



I would like to take this opportunity to thank my current team and everyone that has worked on this event over the years whether at the CGL or at one of the generous sponsors. Thank you for making this special event what it is today - you can be truly proud of what you have created.

Jono Leaf-Wright
CEO
Central Gauteng Lions



MESSAGE FROM THE CEO OF THE CHARLOTTE MAXEKE JOHANNESBURG ACADEMIC HOSPITAL



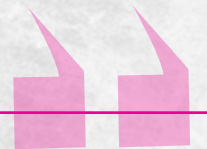
Management and staff of CMJAH appreciates the collaboration with Cricket South Africa, Central Gauteng Lions and all stakeholders for continuing to raise awareness about breast cancer on a global platform through Pink Day.

Over the years, this partnership has assisted us in sending a message that prevention is better than cure; men can also develop breast cancer, continue self-assessment of your status.

Seeking medical help early improves health outcomes, improves life expectancy and reduces medical care costs.

We are looking forward to the continued support.

Ms. Gladys Bogoshi
Chief Executive Officer
Charlotte Maxeke Johannesburg Academic Hospital



HEAD OF MARKETING, CSI, COMMERCIAL & COMMUNICATION'S MESSAGE



THE ANNUAL CRICKET MARQUE EVENT THAT SEEKS TO BRING SUSTAINABLE SOCIAL AND ECONOMIC CHANGE

I took over the role in November 2018 from the former pioneer Andra Nel under the leadership of Gregory Abraham Fredericks as the CGL CEO and had 2-months to work with various stakeholder continue the legacy. A daunting task especially in the middle of the inaugural Mzansi Super League that started in November 2019. Fortunately a green file or manual was left on the table with all the details, contacts, next steps and a basically how to guide. The support of both Andra and Greg is still felt at this stage and I am truly honoured, humbled and privileged to continue the legacy.

In SA, Pink Day was a brain child of Andra who collaborated with all stakeholders to bring the now 10th Pink Day match to life. I have had the honour and privilege to share a cup of coffee with Andra to understand what she would like to see in the next 10-years. Her simple response was to keep driving the 'Early Detection Saves Lives' message. In whatever we pursue, we shouldn't lose sight of the message as it has been proven time and time again, early detection does save lives especially to the caregivers. It is about saving lives which will ultimately create a sustainable social and economic change.

Pink Day is managed under a registered Public Benefit Organisation (PBO) called THE PINK ODI FUND. A separate legal entity with its own governing board of directors. CSA and CGL are members of the board with an independent chair. The financial director and the PBO's secretary are elected from the organisations and form part of the governing board as non-voting members. All affairs are managed by a constitution which was duly adopted in February 2018.

The objectives of the FUND are to promote the breast cancer awareness through the Pink ODI at the Wanderers Stadium and to assist in raising funds for breast cancer research and treatment through the nominated recipient within the health care services and research.

I have a dual role that includes the development of the Pink Day ODI marketing, commercial and communication with various stakeholders and serve as the FUND's company secretary regarding ensuring good corporate governance compliance.



HEAD OF MARKETING, CSI, COMMERCIAL & COMMUNICATION'S MESSAGE



MEASURING OUR IMPACT

As the collective we have always been passionate about Pink Day but we wanted to know what Pink Day meant to our fans. As such, in 2018 we commissioned Nielsen Sports South Africa to undertake research around the stadium experience at Pink Day. We wanted to better understand what fans thought about the Pink Day stadium experience and whether the awareness we are seeking to create through the event is being created. The results were very heartening.

All respondents felt that the Momentum ODI PinkDay is a great live sporting experience and the majority view it as being more enjoyable than other live cricket matches. An overwhelming majority of respondents view PinkDay as an important social responsibility initiative for cricket to support and more than half of the respondents attended specifically because it has a social responsibility purpose.

The survey revealed that 82% of the respondents knew how they could donate to the campaign before and during the game, which speaks volumes about the effectiveness of the communication around the event. Recognition of the support for breast cancer was high overall, with all the respondents being aware that the core initiative is related to cancer.

Its not just fans in the stadium that enjoy Pink Day. Analysis of television coverage over the years also shows that Pink Day ODIs account for significantly higher audience numbers than other ODIs. The fact that the Proteas have done well in pink over the years has contributed to this higher viewership.





CASTORE

PINK DAY ODI IN NUMBERS



The 10th Pink Day ODI will be played against Bangladesh at the Wanderers Stadium on 20 March 2022.



9 Pink Day ODIs have been played to date (3 vs. Pakistan, 2 vs. England, 1 vs. West Indies, 1 vs. Sri Lanka).



Over R7 million has raised since 2013 for breast cancer awareness, education and treatment through Pink Day.



AB de Villiers scored an incredible 450 runs in five Pink ODI innings (at an average run rate of 112.5).



The 439/2 made against the West Indies in 2015 is still South Africa's highest ever score in an ODI and the 4th highest ODI score of all time. This encounter also set the record for the most ever 6s scored at the Wanderers Stadium.

The batting average of the Proteas after the first three Pink Day ODI fixtures was a mammoth 380



The fixture has traditionally been tough on the bowlers. Only twice have bowlers taken four or more wickets in an innings. Kagiso Rabada took 4/45 against England in 2016 and Pakistan's Usman Shinwari's took 4/35 in 2019.



Fakhar Zaman played the highest ever individual ODI innings at the Imperial Wanderers Stadium making 193 runs in 2021.



It took 7 matches before the Proteas were defeated in pink



The breast cancer unit at the Charlotte Maxeke Johannesburg Academic Hospital addresses up to 350 women with newly diagnosed breast cancer each year and provides a service to 7 district hospitals from Gauteng, Mpumalanga, Limpopo and further afield.

TEN YEARS OF PINK DAY ODIs



MATCH 1: 12 MARCH 2013 VS PAKISTAN

RESULT: PROTEAS WON BY 34 RUNS



BEGINNING WITH A BANG

The first ever Pink Day ODI certainly set the tone for what has grown to be a thrilling event each year. After stumbling to 42/2 in the 14th over after a quality attack by the Pakistan team, it was scarcely believable that South Africa ended on 343/5. This was thanks to incredible centuries from Hashim Amla (122 off 113) and AB De Villiers (128 off 108). It was the highest third-wicket partnership in ODIs, eclipsing Rahul Dravid and Sachin Tendulkar's unbroken 237 for India against Kenya in 1999.

Faf du Plessis went on to slam 45 runs off 19 balls and while Pakistan's Shahid Afridi put on a magnificent 48-ball 88, which included seven sixes, Pakistan were bowled out for 309 in 48.1 overs.

MATCH 2: 5 DECEMBER 2013 VS INDIA

RESULT: PROTEAS WON BY 141 RUNS



ANOTHER MAGNIFICENT INNINGS

The Proteas wowed once again in the second Pink Day ODI, which was held just nine months later against India. Scoring a smashing 358 thanks to an impressive 135 off 121 balls from Quinton De Kock. De Kock was supported by Hashim Amla, who made a respectable 65. AB De Villiers went on to score a rapid 77 off just 47 balls and JP Duminy added another half century (59 not out). India were bowled out for just 217 thanks to a fiery spell of 25/3 by Dale Steyn.



MATCH 3: 18 JANUARY 2015 VS WEST INDIES

RESULT: PROTEAS WON BY 148 RUNS

A RECORD-SMASHING ENCOUNTER

In the third Pink Day ODI records tumbled as the Proteas scored a massive 439/2, in front of a packed stadium that hadn't seen such crowds like that since the IPL in 2009. This score eclipsed the 438/9 South Africa scored in the epic encounter against Australia at the Wanderers in 2006 and still remains South Africa's highest ever ODI score (and the fourth highest in history).

The match was also the stage for the fastest ever cricket century, a record that still stands today. This was scored by AB De Villiers in just 31 balls. De Villiers ended his innings on 149 from just 44 balls, including no less than 16 sixes. This helped set the record for the most ever sixes scored at the stadium. Hashim Amla and Rilee Rossouw also set significant scores of 153 and 128 respectively. The target was bridge too far for the visitors, who managed 291/7 in their 50 overs.



MATCH 4: 12 FEBRUARY 2016 VS ENGLAND

RESULT: PROTEAS WON BY 1 WICKET

A NAIL-BITING CLASH

After three stupendous encounters, the fourth Pink Day ODI was a far more intense affair, with South Africa's unbeaten record under threat several times. England set a target of 263. England's Joe Root made a classy 109 as Kagiso Rabada and Imran Tahir shared seven wickets.

South Africa looked to be dead and buried when England reduced the hosts to 210/8. However, Chris Morris came to the rescue. Finding an ally in Kyle Abbot, Morris led the South Africans to a nail-biting one wicket win, thanks to his 62 runs off just 38 balls.



MATCH 5 FEBRUARY 2017 VS SRI LANKA

RESULT: PROTEAS WON BY 7 WICKETS

BEES BRING A BUZZ TO AN OTHERWISE ANTICLIMACTIC MATCH

The fifth Pink Day match was a stroll for South Africa, after Sri Lanka slumped to 163 all out against a disciplined and varied Protea attack. Dwaine Pretorius took a hat trick for just 19 runs. AB De Villiers' unbeaten 60 made the Proteas' mission a stroll.

The real excitement for the day came when play had to be stopped for 65 minutes when a swarm of bees descended on the Bullring. A bucket of cola and fire extinguishers were used to try and disperse them to no avail. Hobbyist beekeeper, Pierre Heefer, was the saviour of the day. After watching the drama unfold on television he raced to the ground and managed to control the swarm, and play resumed. During the year Pink Day was nominated for a Sports Industry Award for "Creative Campaign of the Year" as well as "Activation of the Year" cementing its place as a landmark South African event.



MATCH 6: 10 FEBRUARY 2018 VS INDIA

RESULT: PROTEAS WON BY 5 WICKETS

A RECORD AMOUNT RAISED IN THIS CHALLENGING DUAL

A rampant Indian XI were a tough match for a South African team that was hampered by injuries and under pressure due to poor form.

An excellent performance by Rohit Sharma (109) and Virat Kohli (75) put pressure on the hosts but a good comeback by the Proteas in the second half of the innings meant that India were restricted to 289/7.

A Highveld thunderstorm meant the Proteas were left to score 202 in just 28 overs. After a shaky start, David Miller and Heinrich Klaasen managed to revive the Proteas chances and the win was secured by Andile Phehlukwayo, thanks to his stunning five-ball 23.

Pink Day's status as a much anticipated event was evidenced by the fact that the match was sold out three weeks in advance. It also included some exciting collaborations including one with fashion designer David Tlale and with Miss South Africa, Adé van Heeren.



MATCH 7: 27 JANUARY 2019 VS PAKISTAN

RESULT: PAKISTAN WON BY 7 WICKETS

PAKISTAN ENDS THE PROTEAS' WINNING STREAK

All good things must come to an end and unfortunately for the first time in the history of the ODI Pink Day, the Proteas lost in pink.

Hashim Amla and Faf Du Plessis got off to a fine start with a 101-run third wicket stand. However, this was followed by a rapid collapse with the Proteas losing their last eight wickets for just 45 runs. This was thanks to some incredible bowling by Usman Shinwari, who took 4/35. Imam-ul-Haq's solid 71 meant the Pakistanis' chase of 165 was never in doubt.

10-skydivers took the centre stage during change of innings flying the pink flag in support of breast cancer awareness.



MATCH 8: 9 FEBRUARY 2020 VS ENGLAND

RESULT: ENGLAND WON BY 2 WICKETS

NO MATCH FOR THE WORLD CHAMPS

This was an exhilarating Pink Day encounter with the Proteas taking on the ICC Cricket World Cup champions, England.

The Proteas scraped a total of 256/7, thanks mainly to Quinton De Kock's 69 and David Miller's unbeaten 69. When it came to bowl, the Proteas battled to hold back the English attack, with an outstanding 23-ball 43 from Jonny Bairstow at the top of the order.

To win the Proteas had to bowl England out, and they almost did, when the visitors came close to losing it on the final straight.

The match, which was attended by the likes of Miss South Africa Sasha-Lee Olivier, Saray Khumalo (first black female to summit Mount Everest) and included a performance by South African rapper Sho Madjozi and a special ride by Soweto Pioneer bikers shuttling eleven breast cancer survivors on the field to sing the national anthem.

Fans were encouraged to make a fashion statement with their pink outfits and prizes were given for best dressed couples, groups and fans.

The goal of Pink Day is not only to raise money for cancer treatments, but also to contribute towards a quicker breast cancer diagnosis through awareness and education. As such, activations were broadened in 2020 to include a 3km Pink Walk, a Pink Golf Day and #PitchUpInPink Mondays. Free breast cancer examinations were also on offer on the day through the Imperial Unjani mobile clinic.



MATCH 9: 4 APRIL 2021 VS PAKISTAN



RESULT: SA WON BY 17 RUNS

ALAS, NO FANS, BUT NO SHORTAGE OF PINK DAY 'GEES'

The year 2021 saw the celebration of the tenth time the Proteas turned up in pink, and the ninth ODI Pink Day celebration. Unfortunately it was not the Pink Day we have all come to know and love as Covid-19 restrictions meant that no fans were allowed in the stadium.

The Proteas returned to their winning ways, beating Pakistan by 17 runs in a match that lived up to the thrilling Pink Day celebration. Pakistan's Fakhar Zaman had crowds on the edge of their seats, albeit at home, with his brilliant batting performance. He scored a whopping 193, the highest ever individual ODI innings at the Imperial Wanderers Stadium. But it wasn't enough to beat the 341 runs scored by South Africa thanks to impressive batting performances by Quinton de Kock, Temba Bavuma, Rassie van der Dussen and David Miller.



MATCH 10: 20TH MARCH 2022 AGAINST BANGLADESH

Over the years we have hosted South African celebrities at the event, including Miss South Africa contestants, sporting heroes, DJs, musicians and fashion designers. There have also been a host of Pink Day related events that have extended our Pink Day awareness campaign beyond the ODI including fashion parades, the Pink Walk and the Pink Golf Day. We have also gone beyond awareness to doing actual screening, with the Unjani mobile clinic on hand to do free breast examinations at the 2020 Pink Day.

THE TENTH PINK DAY ODI WILL BE PLAYED AT THE IMPERIAL WANDERERS STADIUM ON 20 MARCH 2022 AGAINST BANGLADESH.

As is the norm, the cause will be at the forefront of the fun filled day. Pink Day is about celebrating human spirit in the fight against this scourge. Lined up is the continued engagement and partnership with Charlotte Maxeke Johannesburg Academic Hospital Breast Cancer Unit as well as various sponsors and other stakeholders.

The year will see the return of the annual Pitch Up In Pink Golf Day to be held at the Wanderers Golf Club on the 17th of March followed by a new addition, Comedy Night at the Imperial Wanderers Stadium in association with the Comedy Comedy Club on Friday, 18 March. The former Miss Universe Zozibini Tunzi will join us as the Union's Official Change Agent in support of the cause.





**PITCH UP
IN PINK!**



THANK YOU