

# Grapevine awarded PR/Communications for Team Abantu

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6 Feb 2014

Grapevine Communications has been appointed by professional cycling team, Team Abantu, which in 2013 became the most successful cycling team in South Africa, winning a total of 25 races.

Team Abantu, known as The People's Team ([#thepeoplesteam](#)), is unable to attract financial corporate sponsorship; this, despite the highest recorded global interest in professional cycling.

Co-owners Mthunzi Mdwaba, of Tzoro IBC, and Dean Edwards, of Sidewind Sports have devised a strategy to save the team including the appointment of a specialised PR agency, Grapevine Communications and professional marketer, Tammy Menton of Echo Effect to drive Team Abantu's awareness and fundraising campaign.

To find out more about the team and to keep their wheels turning, visit [www.teamabantu.com](http://www.teamabantu.com), pledge your support and make a donation and keep the South African flag flying for these local champs.

Or watch the press to read the latest updates on Team Abantu in the coming months.

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