

CiiTECH Becomes Global Founder of Tel-Aviv Heat Rugby



CiiTECH and Tel Aviv have today announced a partnership that sees the global leader in cannabis become the founder partner and sponsor of the team's playing jersey in their inaugural year. Clifton Flack, the CEO of CiiTECH, said today "We are so excited to be working with Tel Aviv in their inaugural year in the league. Tel Aviv is a city that has a lot of warmth and passion, which makes it the perfect place for us to start our rugby journey".

Tel Aviv Heat Rugby Club will begin playing in international conferences from now henceforth. As part of the agreement, CiiTECH will be featured as the team's front-of-shirt sponsor for all home and away games during 2019. The Tel Aviv Heat Rugby Club jersey has been designed by creativity agency ZOHAR Creative Lab under an exclusive design license with CiiTECH.

In addition to the Israel national team, the new franchise competing in the Super Cup will boost the profile of rugby within Israel. The new franchise has seen a huge surge of interest from players and supporters alike over the past month. After being approached by several key stakeholders in Israel to work on this opportunity, CiiTECH was quickly identified as a great fit for a partner with the organization given its desire to grow its brand and support up-and-coming talent.

What makes the new franchise exciting is the diversity within the team. Established players from all over the world including the UK, Israel, South Africa, and Fiji have joined with young up-and-coming players from the region. This is also a great opportunity for the development of young non-Israeli players who are looking to make an impact within the top level of rugby in Israel.

The Marketing Officer who's name is Shahar Bartal, said, "The team's selection is not as easy as one may think especially for the inaugural season. We have a great mix of players from all over the world, bringing with them a wealth of experience in top-level rugby. The goal is to recruit young talented players across all positions and make Tel Aviv Heat Rugby Club the 'home' for rugby in Israel".

The new franchise will support two full-time teams on the men's and women's side, with plans to field more junior age groups moving forward. Tel Aviv Heat Rugby Club will play all home games at the

iconic Bloomfield Stadium in Jaffa which has a capacity of 16,000 spectators.

Having recruited Kevin Musikanth, the team then signed Nicholas Groom a former Barbarian. He holds more than ten years of experience in the game and is a leader on the pitch. Kevin is the third most capped player in South African history with over 200 test caps. He has also played 40 tests for The Springboks scoring an impressive 13 tries along the way.

Nic started his rugby career at Stirling County RFC in Scotland, after returning from studying Sports Science at the University of Cape Town he signed for the South African team the Sharks where he played for eight years as a first XV player. In 2015 Nic signed his first professional contract with London Irish and was instrumental in helping the team secure promotion to the Aviva Premiership after winning the Championship play-off against Yorkshire Carnegie at Twickenham, scoring two tries in the final. The former South African Under 20 captain has also made three appearances for the England Saxons.

Another key signing is 22 year old Sebastiaan Jobb who represented South Africa U20 and brings with him a lot of pace, skills, and flair. Since 2013, he has played for the Sharks XV also spending two years with the French PRO2 team, Racing 92. Sebastian is a product of Grey College and represented South Africa at Schools Championships in 2012 & 2013 under then-head coach Cean Roux.

Joining Jobb and Groom in the backline is Gabriel Ibitoye. He is an impressive attacking center and wing who scored so many tries in many seasons while playing for Harlequins and helped England get to the finals of the U20 Rugby World cup in 2017 and 2018.

Clifton Flack, the CEO of CiiTECH, said that “We're excited to be a global partner for Tel Aviv Heat Rugby Club. We support the game of rugby at all levels and believe in its power to unite communities across borders through sport. With over 180 countries now playing the game, we're looking forward to supporting players from around the world come together for Tel Aviv Heat Rugby Club”.

Clifton Flack CEO said “CiiTECH is committed to growing the game of rugby in Israel and beyond. We're looking forward to a year of great milestones for the club, from its first season competing in League1, through advancing women's rugby within Israeli society at large”.

CiiTECH is a pioneer of cloud-based, software and workforce management solutions that enable enterprise companies to improve their performance by making smarter business decisions in real-time. It has a solid base of blue-chip clients with operations in the USA, Canada, the UK, and Israel.