Pedaling for a brighter future: Ignite Power and Team Benediction Cycling join forces in a new collaboration

January 14, 2020 -- Kigali, Rwanda: Ignite Power and Team Benediction Cycling are happy to announce a new collaboration, with Ignite Power becoming the lead sponsor of all Team Benediction Cycling activities in Rwanda and abroad. The sponsorship incorporates two leading organizations, with a strive for excellence, dedication, and inclusiveness leading their operations.

"We are extremely happy and excited to collaborate with Team Benediction Cycling," says Peter Feinberg, Ignite Power shareholder. "The team's activities and athletes prove that a combination of hard work, dedication, and discipline make anything possible. Those are the same values that lead us on Ignite’s journey - to connect all people in the world to clean, affordable power. Sharing the same values and belief, the new collaboration feels natural to all of us".

"Cycling is the most popular sport in the country, with millions of people participating, watching and cheering during races and events," says Feinberg. "Through this unique collaboration, we believe we can impact the lives of millions, spreading the values we share, and support Rwanda's transition to a more inclusive future. Just like on the race, it is an exhausting journey - but with dedication and belief, we are sure that Rwanda can and will make it to the top".

As part of the new agreement, and with the leadership development of local youth in mind, Ignite included another collaboration with Agahozo Shalom Youth Village. The village empowers orphaned and vulnerable Rwandan youth to build lives of dignity and contribute to a better world. Team Benediction Cycling's athletes will engage with the kids of the village, teach and mentor them, with a strong emphasis on dedication, discipline, self-mastery, determination, and goal-orientation, all through the sport of cycling.

“Team Africa Rising (TAR) is thrilled to facilitate the introduction of Ignite Power and Team Benediction Cycling. TAR is committed to assisting in the development of UCI Continental cycling teams throughout the African continent. To see our partners in Rwanda, enter their second year at the UCI Continental level is a dream come true for the long-term development of the sport”, said Kimberly Coats, Director of Development for Team Africa Rising.

“We look forward to proudly wearing our Team Benediction-Ignite jerseys throughout Rwanda and internationally”, says Felix Sempoma, founder of Team Benediction Cycling. “With this collaboration we will be able to achieve our next objectives, including participating in international and national events, organize national races to detect talent from our youth, focus more on our junior team and be able to reach more talented cyclists from other African countries. We are just starting to realize our dreams with this sponsorship with Ignite Power”.
About Ignite Power: Being the leading, fastest-growing pan-African developer and financier of solar projects, Ignite Power is striving to connect hundreds of millions of people in Africa to power, with inclusiveness and affordability leading every step of the company's way. In order to provide the most rural customers with a sustainable solution, the company provides the most affordable price plans on Africa - less than 4 USD per month (15 cents per day), and is constantly working to lower prices even more. With a presence in over 6,000 villages across five countries, Ignite Power is leading the way to a more sustainable, enlighten, and inclusive future.

About Team Benediction Cycling: Team Benediction Cycling is one of the oldest and most well established cycling clubs in Rwanda. Under the guidance of team founders, Felix Sempoma and Benoit Munyankindi, the club has grown from just a few young men to over thirty cyclists including men, women and juniors. Team Benediction Cycling currently holds the Elite, U23, Junior and Women’s National Championship jerseys.

About Agahozo-Shalom Youth Village: Through healing, education, and love, the Agahozo-Shalom Youth Village empowers orphaned and vulnerable Rwandan youth to build lives of dignity and contribute to a better world. Agahozo-Shalom is a place where "tears are dried" (from the Kinyarwandana word "Agahozo") and where vulnerable youth can "live in peace" (from the Hebrew word "shalom").

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