



# SERENA HOTELS

SAFARI LODGES AND CAMPS  
HOTELS • RESORTS

2nd October 2023

## **MEDIA RELEASE: SERENA HOTELS CELEBRATES WORLD TOURISM DAY BY HONORING THE KENYA NATIONAL ARCHERY TEAM**

Serena Hotels remains committed to pursuing innovation and expanding its distinctive portfolio of sports and leisure guest experiences. In line with this dedication to fostering sporting excellence, Serena Hotels proudly honors the recent achievement of the Kenya National Archery Team in Mauritius during the Africa Archery Open Championship held in August 2023 by hosting a special breakfast event at the Nairobi Serena Hotel.

Competing against 8 African Countries and a field of 55 Archers in the males and female categories, they faced intense competition from the top competing Nations. Enduring humid and gusty winds, the Kenyan Team achieved silver and bronze medals: Top Kenyan Female Archer Shehzana Anwar (Silver - team event and Bronze - mixed event), Top Kenyan Male Archer Rizwan Virji (Bronze - team event), Agnes Kirigio (Silver - team event) and Diram Elema (Silver - Team event). The Championship in Mauritius was an important event in preparing the team for the upcoming Olympic qualifier to be held in Tunisia in November 2023. The Kenya Team Coach, Tabassum Anwar and Secretary General, Paul Ochieng, from the Kenya Archery Sports Organization (KASO) will lead the team.

Serena Hotels continues to “Shoot for Greater Heights” - Lake Elmenteita and Sweetwaters Serena Camps offers the ancient and elegant discipline of Recurve Target Archery with the help of modern-day equipment to its guests. Archery is regarded as one of the higher Martial Arts - Kyudo, the 'way of the bow'. Our team has been trained by the Nairobi County Archery Association (NCAA) on a voluntary basis covering the Fundamentals of Target Archery, Correct Shooting Form including Etiquette and Safety on the Archery range and how to be a Responsible Coach. We look forward to the Serena Guests truly revelling in the glory of hitting that first bull’s-eye!



**Mr. Mohez Karmali,**  
President of the Nairobi County Archery Association



**Mr. Ashish Sharma**  
Managing Director Serena Hotels Africa



**Kenya National Archery Team together with Serena Hotels' Management**



**Rizwan Virji (L), Shehzana Anwar (C); Agnes Kirigo (R)**



**Kenya National Archery Team**



**Archery Range and Equipment at Serena Hotels**

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### **About Tourism Promotion Services (TPS), Serena Hotels**

Serena Hotels offers quality accommodation in a collection of 22 up-market hotels, safari lodges, camps and resorts within 7 countries in the Eastern Africa region (Kenya, Tanzania, Zanzibar, Uganda, Rwanda, Mozambique and DR Congo) and 11 properties in Asia (Afghanistan, Pakistan and Tajikistan). These properties are strategically located to offer exciting circuits for guests in some of the most exquisite and prime locations in Eastern Africa and Asia. With a focus on product, service standards and guest satisfaction, Serena Hotels continues in its quest to be the hotel of choice for the discerning traveler providing guests with quality accommodation, conference and holiday solutions.

Serena takes pride in the level of personal care and warmth of welcome that it extends to its guests. Each Serena property is designed to complement its environment while nurturing the landscape, culture, and community that surrounds it. The Serena Group leads the industry in East African eco-awareness and eco-policy implementation.

### **About Nairobi County Archery Association (NCAA)**

The NCAA promotes and creates awareness of the sporting discipline of Target Archery through grassroots programs, focusing on the agenda of youth sporting development. With a growing interest and curiosity in Archery, formalizing NCAA as a County body presented an opportunity to provide Athletes with an entity that would create a passage for them to nurture their talent all through to the National team.

The creation of the Khalid Archery Range a decade ago at the Aga Khan Sports Centre was the first investment in ensuring a professional sporting infrastructure was available to coach and advance archers through the various stages of training. In its startup beginner coaching program held twice a year, the NCAA provides personalized training kits to each athlete during this stage of training. As the Archers complete this stage and wish to proceed further either as recreational archers or as competitive archers, the NCAA facilitates a process for the archers to purchase their own intermediate or professional archery kits. During this stage of training which spans a period of 3 years, the Athletes are engaged into an intense coaching schedule that takes them through shooting at various distances. As they become proficient at shooting at 70Meters, the only distance recognized in international competitions, they qualify to compete for a position on the National team. Through qualifiers organized by the National body, Kenya Archery Sports Organization (KASO), the athletes are given an opportunity to not only join the National Team but to also compete in Continental and International competitions.

### **About Kenya Archery Sports Organization**

Kenya Archery Sports Organization is the governing umbrella body of archery in Kenya. Abbreviated to KASO, it has been in existence since 1992 initially as Kenya Archery Association, then as National Archery Organization of Kenya and since 2018 under the new sports act, as Kenya Archery Sports Organization. KASO is affiliated to- and recognized by- World Archery (WA), World Archery Africa (WAAf) and National Olympic Committee of Kenya (NOC-K). Currently, KASO is run by executive members.

Tabassum Anwar who is the Kenya National Coach/Technical director of KASO, Para-Archery National Coach, plus a committee member of the Gender Equity committee for World Archery and executive Committee member on the World Archery Africa board.

There are numerous athletes that have represented Kenya in international competition including multiple African Archery Championships, IBO world Championships, World Games 2005, Commonwealth Games 2010, World Archery cup 2016, Turkish Nationals, Namibian Nationals, South African Nationals, Olympics (1996, 2000 and 2016), an Africa open Championship tournament among others.

KASO is based with at Strathmore University in Madaraka, Nairobi. This is also where the national archery range is located and runs open beginner sessions for all those interested to come learn about the sport.

Still a small body behind a sport that is yet to be recognized and supported to its full potential. Our aims and goals are to get athletes to the highest level of competition and ensure that the sport continues to grow correctly through-out the country. We also create opportunities for athletes and coaches to attend trainings to further their qualifications and progress in the sport. Currently, KASO and its patrons are concentrating on the Olympic qualifier for the Paris 2024 Olympics.

Shehzana Anwar OLY (Chair KASO), Paul Ochieng (SG).

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