



SOVEREIGNSTEEL
SPEED MERCHANTS™



SPEED FOR NEED

A tradition has already been established from the very first **Speed Merchants™ Charity Breakfast Run**, held Sunday 4th September 2005. Sponsored by **Sovereign Steel**, the “**Speed Merchants**” of the steel industry, and all proceeds went to Jordan House Old Age Home on the West Rand.

“How many other companies can boast a participation of over 90 bikes, all of whom are steel-buying customers? And this at our very first breakfast run! The response was phenomenal.” said Rod McBride, a **Sovereign Steel** employee who organised the event. “We started off at Hillfox and headed for breakfast in Magaliesberg. It’s quite a scenic route when you start getting near the mountains. All participants were given a commemorative metal badge (it’s a biker thing, you know) and a cool T-shirt. Everyone recognised the regalia as collectors’ items. We’re waiting to do the 2006 run.”



“Another steel industry first”



“A turn for the better”

Sovereign Steel looks forward to building on this event for many years to come, and is considering extending their charity events to include other “**Speed Merchants**” disciplines, such as quad-biking, cycling and even road-running.

“As we always say about our steel industry, there is a always a *need for our speed* of service, and we are very proud to give back to the community through our **Speed for Need** charity events. It’s important to help those less fortunate than ourselves. Thank you to everyone that was there,” McBride concluded.



“The Sovereign speed team”

Earth’s fastest steel company™

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