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MEDIA RELEASE
For Immediate Release

LEADING BRANDS BACK LIFESAVING WORLD CHAMPIONSHIPS 2026

Nelson Mandela Bay, South Africa – Lifesaving South Africa (LSA) has confirmed Engine Swim, DHL, Coca-Cola, Halo Water and Ocean Trade Supplies as sponsors of the Lifesaving World Championships (LWC) 2026, as preparations gather pace for the global event in Nelson Mandela Bay.

Taking place from 25 November to 13 December 2026, LWC 2026 will bring thousands of athletes, coaches, officials and supporters from around the world to South Africa as the pinnacle event in competitive lifesaving returns to African soil for the first time in more than three decades.

Warren Prins, Acting President of Lifesaving South Africa, welcomed the support of the brands and said strong partnerships would play an important role in delivering a championship of international standing.

“We are incredibly proud to have Engine Swim, DHL, Coca-Cola, Halo Water and Ocean Trade Supplies supporting the Lifesaving World Championships 2026. Staging an event of this scale takes an enormous collective effort, and the backing of leading brands helps us deliver a world-class championship for athletes, officials and spectators,” said Prins.

“Lifesaving is a sport with a purpose. The athletes competing at LWC 2026 are among the best in the world, but the skills they demonstrate in competition are also skills that save lives every day. Our partners are helping us showcase that purpose on a global stage.” For Engine Swim founder Toby Haenen, the partnership is a natural fit with a brand built around athletes and performance in the water.

“Lifesaving demands an extraordinary combination of speed, strength, skill and resilience, and we’re proud to support the athletes who will put those qualities on display at LWC 2026,” said Haenen. “Bringing the World Championships to South Africa is a significant moment for the sport, and we’re excited to be part of an event that brings the international lifesaving community together.”

LWC 2026 will see an estimated 3,500 to 4,000 athlete entries from more than 30 countries around the world compete across a programme of pool and ocean events. For DHL Express, supporting LWC 2026 is an extension of its existing sponsorship of Lifesaving South Africa and its ongoing relationship with the lifesaving community.

Megan Collinicos, VP Marketing, Sub-Saharan Africa at DHL Express, said: “Our support of LWC 2026 builds on our existing sponsorship of Lifesaving South Africa and we are excited to extend that to the world stage. The championships will bring people from more than 30 countries together in South Africa, united by competition, teamwork and a shared purpose. At DHL Express, connecting people across borders is what we do every day, and we are proud to be part of an event that brings the global lifesaving community together here in Nelson Mandela Bay.”

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Beyond the competition, the championships will showcase Nelson Mandela Bay and South Africa to an international audience, while creating opportunities for tourism, the local economy and the continued development of lifesaving in the country.

“These partnerships help us create the environment in which athletes can compete at their best, spectators can experience an unforgettable championship, and the lifesaving movement can reach and inspire more people,” Prins added.

With less than two months to go until the opening of LWC 2026, preparations are accelerating to welcome the global lifesaving community to Nelson Mandela Bay from 25 November. Further announcements on LWC 2026, participating nations and championship activities will follow in the build-up to the event.

ENDS –

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Picture of Eve Abrahams from Fish Hoek Surf Lifesaving Club competing in beach flags event.
Captions: DHL Lifesaving SA National Championships in Port Elizabeth, hosted in March 2026
Photographer: Ant Grote



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Picture of German Ironman Winner

Captions: DHL Lifesaving SA National Championships in Port Elizabeth, hosted in March 2026

Photographer: Ant Grote



Picture of Mark Keeling from Fish Hoek Surf Lifesaving Club winner of the Senior Surf Ski event.

Captions: DHL Lifesaving SA National Championships in Port Elizabeth, hosted in March 2026

Photographer: Ant Grote



About Lifesaving South Africa:

Lifesaving South Africa (LSA) is the National Association for Lifesaving and Lifesaving in Sport in South Africa. In these roles LSA leads, supports, and partners with national and international organizations committed to drowning prevention, water safety supervision, emergency response and sport.

- Lifesaving SA (LSA) was established in South Africa in 1913. LSA is a member of the International Life Saving Federation (ILS), Commonwealth Lifesaving and Royal Lifesaving Society.
- LSA has over 8000 members, with 4000+ performing voluntary lifeguard duties operating at 60+ coastal (Surf) clubs & 22 inland (Pool and dam) venues. Lifesaving has over 2500 Nippers (aged 8-14 years old).
- Approximately 133 000+ rescues have been performed to date, and over 5000 (per annum) first aid cases are attended to by the voluntary lifeguards annually.
- LSA trains +-1000 lifeguards per year and has reached over 400 communities through our water safety education programs.
- LSA is a SASCOC affiliated sporting federation.
- LSA won sports federation of the year in 2017 at the SA Sports Awards and is the only sport that requires community service to compete in the sport.
- Lifesaving voluntary lifeguards contributed 92 456 duty hours in 2022/2023 season.
- Based on Municipality Sunday rate per hour this equates to R18,132,810 value added to the local communities, sporting industries and tourism through voluntary hours given.
- Lifesaving South Africa is a Non-Profit Organisation 002-584NPO and Public Benefit Organisation 18/11/13/1112.

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