

REMEMBERING RICHARD VELU

A LIGHT IN THE DARK

VELU was a Lonestar, being a light for some of those in the dark. He was hardly seen or heard, but his quiet presence had a huge impact on the lives of some, and in the industry he was in.

When he became a born-again Christian after his wife Shirley Mun brought him to Jesus, Velu's life changed

drastically and dramatically.

That's when he started finding more value in his existence in a world that needed selflessness. He was a cheerful giver who brought cheer into the lives of some who were on the brink of giving up hope.

In the industry, Velu was one of the best track and field writers I had come to know and

work with from the 1970s.

If there was one thing about Velu that I admired, it was his unique ability to thrive away from the glare of public attention.

He was the epitome of the silent achiever — a man who went on to give God all the glory and took none for himself.

After journalism, he went on to be one of the best, if not the best, sports marketing experts in the country. But he would never claim that accolade.

When I told him once that he had an amazing sports marketing mind, he trivialised my comment with a self-effacing response that he was a fledgling in this industry with so much to learn from the marketing gurus.

Velu was an unassuming, humble, non-confrontational, and kind human being who was at peace with himself, with the world, and with his Creator.



BY LAZARUS ROKK