

Live Brand SA, support class of 2010



Bylssa Sikiti da Silva

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The 2010 FIFA World Cup might be over, but the spirit of ubuntu, patriotism and vibrancy must linger, and South Africans should start doing something good to harness the tournament's success and prolong that legacy, Sophie Masipa, of the International Marketing Council of South Africa (IMC), said yesterday, Thursday, 30 September 2010, in Johannesburg.



"A lot of people want to give but they don't know where to start," Masipa said, speaking at the Brand South Africa Legacy Campaign overview in Sandton. The campaign, an IMC-Department of Basic Education partnership, aims at leveraging the momentum gained during the world cup to continue to mobilise South Africans.

"Aims to entrench"

"It also aims to entrench the principles of pride, patriotism and solid citizenship that have been established over the past year," Masipa pointed out.

The campaign has identified, among others, projects such as the Class of 2010, through which Masipa believes citizens can make a great contribution and 'put their soul into it', in order to align Brand SA to the country's unique culture, while simultaneously improving the country's global competitiveness.

"Education is a societal issue," Gugu Ndebele, of the Department of Basic Education, said, adding that this is an issue that cannot be negotiated, but strongly be defended, supported, and cherished and become everyone's business.

"Call on all communities"

"We call on all communities to support our 2010's Grade 12 learners, help and motivate them so that they succeed, not only in their final examinations, but also in life," she pleaded.

The Class of 2010, who many believe could bear the brunt of a costly and bloody strike that recently paralysed the country's public administration, are said to be under tremendous pressure to do well amid the setback. Brand SA's commitment to Class of 2010 includes donating 30 minutes every Friday towards assisting Grade 12 learners in post-matric career choices.

"Feed a hungry 2010 matric-hopeful or teach those who are struggling with their subjects, the very little thing you do to help them will make a huge difference," Masipa advised. She also urged people to wear a school tie or blazer and take a lunch box every Friday in support of the Class of 2010.

Formed partnerships

The Brand Legacy Campaign says that it formed partnerships with iSchool Africa, SA businesses, the Premier Soccer League (PSL), and a number of media houses in the view to expanding the existing schools programme.

The iSchool Africa, one of the campaign's key partners, is a youth press team tasked with identifying and conducting interviews with SA's role models in assisting to drive the campaign messaging. The interviews and footage will be flighted on M-Net, Mindset Learning Channel, Mzansi Channel, Soweto TV, Cape Town TV and SuperSport's Lets Play.

The youth press team's features are being regularly published weekly in *Sowetan*, ('Power your future' supplement, in the *Mail & Guardian (The Teacher)* in its September and October editions, and in *Amawinna*, a free school magazine.

"Fantastic media partners"

The SABC has also come on board, through its several radio and TV programmes, to support the campaign.

"We have fantastic media partners supporting us in this campaign, therefore travelling a road less travelled," Ndebele said.

The Mzansi Soul search Awards have also been launched to reward SA's number one patriot.

For more go to, www.education.gov.za, www.thutong.doe.gov.za and www.southafrica.info.

ABOUT ISSA SIKITI DA SILVA

Issa Sikiti da Silva is a winner of the 2010 SADC Media Awards (print category). He freelances for various media outlets, local and foreign, and has travelled extensively across Africa. His work has been published both in French and English. He used to contribute to Bizcommunity.com as a senior news writer.

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