



Release for: December Mandela Day Learners Food Distribution Initiative

Headline: Over 10 600 food parcels handed over to learners and their families

Date: 4 December 2013



Tiger Brands in partnership with the Department of Basic Education and the Nelson Mandela Centre of Memory, initiated a food parcel distribution programme to support learners and their families throughout the December school holiday period. A total of 10 620 food parcels have been distributed in Kwazulu-Natal, Limpopo and the Eastern Cape; into the beneficiary schools of the Tiger Brands Foundation in-school breakfast feeding programme. The initiative forms part of the holistic approach to maintaining nutrition levels in our most disadvantaged communities.

The distribution creates a logistics challenge owing to the very rural and remote locations of the schools and the food parcels were distributed over a 4-day period commencing on 30 November and culminating in a final hand-over on Wednesday 4 December 2013 at Nonesi Senior Primary School in Lady Frere, Eastern Cape.



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA



The school was buzzing with excitement as the learners and staff prepared to finish the school year by sharing their last day with guests and officials. Seldom, if ever, do the schools in these isolated areas experience visitors – more poignantly, to share their school, environment and community.

“The purpose of our food parcel project is to supply the learners and their families with basic foodstuffs for the December school holidays that will ensure the learners do not return to school at the beginning of 2014 malnourished,” said Ms Alex Mathole, Group Corporate Affairs Executive, Tiger Brands.

“As part of an ongoing partnership, we are working towards creating a more complete approach to food security for our most vulnerable learners” said Ms. Gugu Ndebele, Deputy Director General: Social Mobilisation and Support Services at the Department of Basic Education.

Food insecurity is a global concern and one affecting more and more South Africans with only 45.6% of the population being food secure. Tiger Brands, with the support of DBE and the Nelson Mandela Centre of Memory is focussed on developing projects aimed at relieving food insecurity in as many communities as possible.

The official handover at Nonesi Senior Primary School marked an unforgettable day for the visitors, learners, parents and staff. The children prepared a song of gratitude to Tiger Brands with messages of appreciation from the School Governing Body and parents for the investment shown in their children and their future. The event was a celebration of community spirit and a feeling of hope for a brighter tomorrow.

The December food parcel project forms part of our three year partnership with the Nelson Mandela Foundation and the Department of Basic Education that aims to address food security challenges. The aim is to embrace Mr Mandela’s legacy of doing common good and in so doing to inspire change in other’s lives with the emphasis on educating and engaging communities to positively affect change.

“Our children are the rock on which our future will be built, our greatest asset as a nation. They will be the leaders of our country, the creators of our national wealth, those who care for and protect our people.” – Nelson Mandela

Take Action. Inspire Change. Make every day a Mandela Day.

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