

## KOO CELEBRATES WORLD FOOD DAY WITH SOUTH AFRICA'S FIRST EDIBLE BILLBOARD

October 16, is World Food Day. It is an initiative by the United Nations Food and Agriculture Organisation to end world hunger and promote good nutrition. KOO, South Africa's favourite food brand, celebrated this important date in a unique way: with South Africa's first edible billboard.

For two weeks, the community of Dobsonville, Soweto, was abuzz with speculation about a 6 metre by 3 metre KOO billboard which asked: "Can a billboard change lives?"



**The teaser:**

On October 16, all was revealed. The night before, a special frame around the existing billboard was filled with 2106 KOO cans which formed the shape of the KOO logo. The cans were then distributed to community members of Dobsonville who got to engage with the billboard.



**The structure (built out of KOO cans to spell the KOO logo):**

As each can was removed from the frame via a specially constructed chute, a new message was revealed: “Helping to feed a nation”.



### The reveal

Each media representative present, also pulled a can which translated into food parcels that were distributed to the African Children Feeding Scheme (ACFS) as part of a partnership with Tiger Brands that celebrated 10 years earlier this year. With the help of Tiger Brands, ACFS are able to feed 31 000 children daily – the majority of whom receive a peanut butter sandwich and cup of milk, while 1 238 food parcels are also distributed to families on a monthly basis. KOO, in support of Tiger Brand’s drive to provide food security to communities, contributes towards food parcels distributed to ACFS beneficiaries.

“The impact of the current economic downtrend is felt hardest by the poor and vulnerable,” said Phindile Hlalele, ACFS Executive Director, “Our partnership with Tiger Brands allows us to continue uplifting communities.”

“Reinvesting in our society is not only our company value but it is something we do and live,” said Alex Mathole, Corporate Affairs Group Executive. “It is exciting to see that our 10-year long partnership with ACFS has brought positive change, and continues to do so, to the lives of indigent people living in difficult and challenging conditions.”

Commenting on this innovative way of creating awareness of poverty, Sonja Botha, Category Executive: Culinary, Tiger Brands says “In Nelson Mandela’s words, ‘while poverty persists, there is no true freedom’. KOO feels privileged to help feed the nation on World Food Day – a day that brings home the very real nutritional challenges a large part of our country face on a daily basis. No woman, child or family should go to bed hungry and KOO will be doing their best to alleviate this plight. The KOO Edible Billboard is not only a first for South Africa but a first for KOO too. KOO will now actively assist with Tiger Brands’ drive to provide food security to South Africa’s less fortunate communities.

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