

# Tiger Brands



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## Nutrition education for our future leaders

We pride ourselves with our value of 'adding value to life'. Tiger Brands together with the Department of Basic Education (DBE) launched a Nutrition Education programme at Ikage primary school in Alexandra township, on the 14<sup>th</sup> of February 2014. The programme educates and creates awareness about the importance of eating and living a healthy lifestyle, Eat Well and Live Well. It educates our future leaders about the types of food that are healthier, and how to live and make healthier life choices irrespective of their backgrounds.

The Nutrition Education programme covers themes such as correct food portions, eating balanced nutritious meals, and the importance of regular physical activity while also raising the importance of reduced salt and sugar consumption.

The programme will run throughout the year and will be expanded to 47 schools that Tiger Brands supports through its foundation. Teacher aids and classroom resources will be developed and distributed to the schools to further entrench the Eat Well, Live Well and Learn Well message.

**TIGER BRANDS LIMITED** Registration No. 1944/017881/06

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**Executive:** P B Matlare (Chief Executive Officer), O Ighodaro (Chief Financial Officer) (Nigerian); C F H Vaux

Company Secretary: I W M Isdale

The educational launch was made memorable and magical by our brands mascots; Jungle Oat's Crunchalot, Black Cat's Nutty, and All Gold's Tommy Tomato. The children's facial expression were priceless when the mascots walked in, they jumped and screamed with so much joy. The morning was truly magical for the learners, as they interacted and had fun with the mascots. To make the day more special learners also received stationery packs that included nutrition and health messaging.

"The world is facing new health challenges & threats including a significant increase in chronic diseases arising from an aging population & unhealthy lifestyles," says Alex Mathole, Corporate Affairs Group Executive for Tiger Brands, "As a leading FMCG company it is therefore fitting to actively promote healthier lifestyle choices starting at an early age."

"By implementing Nutrition Education programmes, we are encouraging learners to make the right food choices, not only for themselves but also for their families. Research has proven that healthier learners concentrate far better in the classroom and deliver better results," says Gugu Ndebele, Deputy Director General from DBE.

"Today we are honored to host Tiger Brands, who is already providing our school children with nutritious breakfast. They are here to remind us of the importance and benefits of healthy nutritious eating, that healthy eating increases concentration level of a child in a classroom", said Mr Msweli, Principal of Ikage primary school.

The Nutrition Education programme launch will touch 18 000 learners who will also receive stationery packs that include nutrition and health messaging.

The following schools will benefit from the launch:

1. Bovet Primary School
2. Carter Primary School
3. Dr Knak Primary School
4. Ekukhanyisweni Primary School
5. Emfundisweni Primary School
6. Gordon Primary School
7. Ikage Primary School
8. Iphutheng Primary School
9. Ithute Primary School
10. M C Weiler Primary School
11. Pholoshu Primary School
12. Skeen Primary School
13. Zenzeleni Primary School