

TIGER BRANDS



Release for: Elim Crèche handover

Headline: Tiger Brands gives hope to Vlakteplaas



Western Cape – On Friday 20 February 2015 Tiger Brands Corporate Social Investment (CSI) and the Department of Social Development celebrated the handover of a classroom and kitchenette to Elim Early Child Development Centre (ECD) in the Western Cape. Elim Creche was launched in 2008 under a tree with only 12 children and no single financial support. Some months later the founder, Ms Annelise Januarie, managed to build a classroom using corrugated scrap material. A couple of years later a wooden shack was erected, however the structure did not meet safety requirements.

Tiger Brands through its Charity Golf Day, which has benefited various beneficiaries in its 7 years of existence, allocated funds towards the procurement of a fully equipped 40 foot ton container class and kitchenette for the crèche. In addition, the Tiger Brands CSI has been providing bulk foods

quarterly to the crèche and the nearby Toekomsrus community since 2008 with the Purity Brand providing various other needs for the children.

“The science of early development tells us that a strong foundation in early childhood lays the groundwork for responsible citizenship, economic prosperity, healthy communities, and successful parenting of the next generation. A weak foundation can seriously undermine the social and economic vitality of the nation. In other words, ECD is a potential game changer”, Says Ms Bridgitte Backman Corporate Affairs Group Executive of Tiger Brands Limited.

The Department of Social Development is the Champion of Early Childhood Development (ECD) programme which aims to empower all children to have access to a range of safe, accessible and high quality ECD programmes and services and more still has to be done.

“According to the South African Race Relations Institute , about 68% of children aged 4 and below do not go to early childhood development (ECD) centres. Every child has the right to an education, it is a human right recorded in our Constitution. Being educated is fundamental to building a foundation for life-long learning and economic opportunities. We are happy to support this initiative “, Backman Concluded

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