



Media Release – for immediate release

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TREK4MANDELA 2014 – a Climb to celebrate 20 years of democracy, unite Africa and the World through the living legacy of Madiba

TREK4MANDELA 2014 was successfully launched on Wednesday, 19 March 2014 at Endless Horizons Hotel in Durban North through a breakfast fundraising session, as Imbumba Foundation in association with its key partners: Lil-lets, The Banking Association South Africa, Mandela Foundation and Bongani Mountain Lodge and other stakeholders will be launching the third annual **TREK4MANDELA 2014** expedition. For the 3rd consecutive year, Sibusiso Vilane, Richard Mabaso accompanied by other potential climbers are determined to conquer Africa’s highest point – Uhuru Peak on Mount Kilimanjaro on 18 July – International Nelson Mandela Day.

The national launch and activation was graced by Her Royal Highness the Queen MaMchiza from the Zulu Royal household and the esteemed Sibusiso Vilane leading the call to action amongst other dignitaries.

The World renowned mountaineer and adventurer, Sibusiso Vilane will again lead the **TREK4MANDELA 2014** expedition. Vilane is our hero and acclaimed for being the 2st black African to conquer the 3 poles challenge – the South Pole, North Pole and Mount Everest twice! Vilane has partnered with Caring4Girls and **TREK4MANDELA 2014** as he is utterly passionate about youth development. He calls on fellow South Africans, Africans and other citizens to support this very worthy cause which gives back to needy girls to ensure we keep them at school as they may miss about 50 days per year of school due to menstrual challenges. So Caring4Girls donates sanitary towels and booklets that demystify puberty and adolescence (TITLED: “Puberty and Adolescence Demystified” acronym – PAD).

TREK4MANDELA 2014 was launched in 2012, as a vehicle to mobilize resources to support Caring4Girls. The expedition has grown in leaps and bounds over the past two years owing to the phenomenal success of Caring4Girls as a result of substantial support from government, private sector and non profit organizations from South Africa and abroad. On 3 September 2013, the National Minister of Basic Education endorsed Caring4Girls, in May 2013 the MEC for Education in Mpumalanga announced her Department’s support of the initiative through her policy and budget speech and in August 2013 Caring4Girls was integrated with the Royal Zulu Reed Dance and

further the initiative was integrated as part of the Teach Children to Save South Africa™ initiative of The Banking Association. Lil-Lets We are Women provides the sanitary towels.

Every year Imbumba Foundation invites potential stakeholders to play their part on the **TREK4MANDELA 2014** expedition by adopting a school of their own choice and sponsor a minimum of 200 girls with sanitary pads for a minimum of one year. This year's innovation is the **'Drive and Climb'** expedition planned for July this year. The expedition will include driving from South Africa departing from the Mandela Foundation through Botswana, Zambia, Tanzania and Kenya as democracies that played a role in shaping SA's freedom. Through these neighbouring countries the stopovers will provide an opportunity to engage Youth on the legacy of Madiba and sanitary towels will be distributed to select schools. The trekkers summit Mount Kilimanjaro on Mandela Day - 18 July.

Trek4Mandela 2014 is inspired by Madiba's inspirational words of wisdom:

"After climbing a great hill, one only finds that there are many more Hills to climb". (Nelson Mandela)

"...To us on Robben Island, Table Mountain was a beacon of hope. It represented the mainland to which we knew we would one day return". (Nelson Mandela, 1998)

What are you doing for Mandela Day 2014? Trek4Mandela 2014 provides you an opportunity to participate in various ways – drive and climb, drive and not climb (just give trekkers moral support), fly and climb or donate from the comfort of your home, office, school etc. Be part of this Trek4Mandela Movement and great legacy by sponsoring and branding own vehicle/s to be part of the drive and climb expedition. This can be used as a reward for employees or customers of that particular organization and the major aspect of the sponsorship will be the social investment as each vehicle sponsored will help support 400 needy girls with sanitary pads for a minimum of one year. The spin-offs from the Trek4Mandela expedition through the support of Caring4girls makes it one of the most successful and sustainable Mandela Day events in the South Africa.

The expedition is further propelled by the following 7 key milestones of Caring4Girls among others:

- Reached and touched the lives of over 10,000 girls
- Distributed over 130,000 packets of much needed sanitary pads since 2012
- Integration with Teach Children to Save SA™ of The Banking Association South Africa
- Partnered with Lil-lets We are Women
- Endorsement by the MEC for Education in Mpumalanga Province
- Subsequent unwavering support by the national Minister of Basic Education
- Integration with the Umkhosi WoMhlanga (Zulu Reed Dance) to support over 30,000 girls

With just over 6 weeks left before the expedition begins, we are inviting governments, private sector, several organizations and individuals to join **TREK4MANDELA** and help us reach our minimum of 67000 packets of sanitary pads to keep young girls in schools.

As we drive through these African countries (Botswana, Zambia and Tanzania) we will engage on youth social dialogues hosted by identified stakeholders while spreading the message of doing good on Mandela Day and beyond. Some of the girls in schools along the route will receive sanitary pads and other educational goodies necessary for their personal development. We do believe that everyone has a Mandela story to tell and this year's expedition gives you an amazing opportunity to share yours. JoinTrek4Mandela 2014!

- ENDS -

For more information on the Trek4Mandela expedition you can contact:

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To follow the activities you can like us on Facebook: Imbumba Foundation Page and follow us on twitter: @Trek4Mandela

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