

# Mercedes launches positive stories with Beautiful News, 24.com

Mercedes-Benz South Africa (MSA) has embarked on a project, in partnership with Beautiful News and 24.com, to bring South Africans a series of films and photography, portraying positive stories dedicated to the people of this country and continent.



Screengrab from [Beautiful News powered by Mercedes](#)

From 1 November 2016, at 4.14pm for the next year, the Beautiful News platform will release a Beautiful News story, reflecting the goodness of everyday people.

“MSA is proud to partner with Beautiful News on this project to help disseminate stories that demonstrate the best in humanity and the best of South Africa,” says Selvin Govender, marketing director Mercedes-Benz Cars.

“We will highlight our connection to positivity with a story showcasing our own employees in our East London plant. The story shows how a collaborative effort from all employees in the plant, even during difficult times, created something special for Nelson Mandela - a Mercedes-Benz S-Class - to honour his sacrifice in the fight for freedom,” adds Govender.

“This story is also an example of our belief in the future of South Africa, and our belief in the people of this country and the great people who work at Mercedes-Benz South Africa - the story is called the ‘Labour of Love’.

“In this digital age we have the opportunity to spread the Beautiful News concept far and wide, especially as this is a visual platform. We believe digital touches every industry and, even as an automotive manufacturer, we can be involved in bringing to life a partnership such as this one. It will be done using our own digital touchpoints to the public, our customers and our own employees.

“With this partnership, we have come up with novel ideas on how a digital experience can break down barriers and revolutionise the user experience to a whole new level. Digitalisation is paving the path for us and we are excited to be sharing this project with the people of South Africa in a meaningful and intelligent manner,” concludes Govender.

The creator of Beautiful News, world-renowned photographer and filmmaker Adrian Steirn, continues on his journey of portraying a true reflection of South Africa and its people. Steirn brought to life the successful 21 Icons project that celebrated the lives of iconic individuals who greatly contributed to shaping South Africa as we know it today.

“Beautiful News will continue sharing powerful messages, reflecting the deeds and actions of the Everyman in an inclusive and engaging style, on an aesthetically pleasing and inspiring platform,” says Steirn. “We look forward to carrying on the legacy of Madiba and the many South African icons who have contributed to making South Africa a vibrant, positive, forgiving and loving community,” concludes Steirn.

For more information, go to [www.beautifulnews.co.za](http://www.beautifulnews.co.za).

For more, visit: <https://www.bizcommunity.com>