

Play Your Part TV series launches on Sunday

A new 13-episode TV series, 'Play Your Part', will launch on SABC2 on Sunday 15 June 2014.

Kabelo Mabelane hosts the Brand SA series, which is aimed at profiling ordinary South Africans, doing extraordinary things, and making South Africa the country that inspires people the world over. It is intended to inspire others to play their part and do ordinary things that make an extraordinary difference in the lives of others.

"As Brand South Africa, we acknowledge neither government nor business can solve South Africa's challenges alone. Please continue playing your part," says Miller Matola, Brand SA CEO.



Making a difference

Play Your Part programme is about realising not everyone can afford to donate thousands of Rands to a worthy cause, however if we all contribute what we can when we can, together we can make a tangible difference. Our collective impact when each South African plays their part (whether monetary or time) is immeasurable.

"There are amazing people doing amazing things every day, in every part of our country and the platform is perfect for you to share your stories and to celebrate each other as citizens of our wonderful country," says Sithembile Ntombela, brand manager, Brand SA.

Play Your Part is a nationwide campaign created to inspire, empower and celebrate active citizenship in South Africa. It aims to lift the spirit of our nation by inspiring all South Africans to contribute to positive change by becoming involved and doing; because a nation of doers is what can significantly change perceptions and realities.

South Africans are encouraged to take part

- Do you know of an individual or organisation making a difference in your community?
- Have you done something to improve your community, or do you run or work for an organisation that has made a difference in the lives of people?
- Do you have any suggestions on what good deeds people could do to make a difference in their community?

For more information, go to www.playyourpart.co.za/tellus-someone.