

SchoolMedia and adidas roll out soccer goal initiative

SchoolMedia and adidas donated 40 branded goalposts to 20 schools across Soweto in January as a campaign to create facilities that would encourage learners to play soccer and focus their attention on something that every child should have in their childhood - the resources to be active.



SchoolMedia, an in-school media placement and advertising company, handled all production and distribution of the goalposts to the schools. Owner and MD Khethi Ngwenya said, "We wanted to develop something that the youth in these communities can play with, realigning their energies with something positive rather than smoking and drug habits that many learners are turning to."

Having a giant brand like adidas on board makes the product that much more appealing to the learners, with stars such as Rita Ora the face of the brand at the moment. Ngwenya says, "adidas is an incredible sports brand and we are really excited to be working with them."

The SchoolMedia team are confident that this initial roll-out is just the beginning when it comes to tackling health, wellness and fitness in schools. Ngwenya explains that it is an amazing opportunity for corporates to get involved and be part of such a groundbreaking initiative, which only has room to grow.

"We visited Bhukulani Secondary School recently and since the soccer goals have been installed, they have already started internal leagues between grades and classes. They also want to try and expand these leagues to include schools within their district. It's testament to just how the energy and excitement is continuously growing in these communities," he says.