

Youth flashmob creates awareness

Life Talk, an NGO focused on creating awareness about life's challenges, staged a surprise flashmob of around 100 youth from various communities around Cape Town that entertained the crowd at the Flagpole Terrace with five minutes of choreographed dance and music. (video)



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"The challenges that face our youth today are tough to overcome," says Life Talk's Western Cape director, Sue Linstrom. "We need to assist in creating awareness about this for our youth and giving them the tools and confidence to stand up to challenges and make positive choices for their lives. We thought a flashmob was the type of youthful platform to encourage all South Africans to start tugging together and we couldn't have asked for a more beautiful and proudly South African venue."

Making a stand

Life Talk teamed up with a dynamic young group of dancers that call themselves the Street Stylers, managed by 2nd-Chance. These children have made a stand against drugs and alcohol abuse by using dance as a way of steering clear and keeping themselves focused on positive choices. They have sought learners from various schools in the very communities that have been hardest hit by drugs, alcohol and gangsterism. The learners have been training for months for today's flashmob.

Peninsula Beverages, a long-time supporter of the Life Talk programmes, has been instrumental in the process and co-sponsored the event. "Life Talk is hitting hard where we as a country need to focus. This sponsorship forms part of the company's 'Live for a Difference' programme, educating youth about important lifestyle issues. We have used their knowledge and skills in our school programmes and will continue to do so," says Denise Green, corporate social investment manager at PenBev.

Life Talk is encouraging South Africans to come together, join the Tug-of-War and rid communities of the challenges that tear them apart. For more, go to www.tugoflife.com.

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