

MasterDrive joins PinkDrive in hosting awareness event

As October celebrates Transport Month as well as Breast Cancer Awareness Month, MasterDrive and PinkDrive are joining forces to host a complimentary event in Johannesburg.



A major focus of MasterDrive is helping people and organisations empower themselves with safety skills for the roads. It also offers a hijack extraction or urban survival course which teaches drivers to be aware and how to react if caught in such a traumatic experience.

MD of MasterDrive, Eugene Herbert, says: “We will demonstrate this course as we strongly believe that every person should have the skills necessary to safely emerge from a hijacking. We also encourage each person to go back to their offices and homes and share what they have learnt. As a hijacking is one of the crimes which people are most affected by the more people who have some knowledge about what to do in this situation, the better.”

Beyond this specific demonstration, MasterDrive is playing an integral role in bringing a number of role-players from the transport and wellness industries together because of the potential this can have on the lives of South African women.



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Herbert explains: “We want to provide these ladies with the skills to stay safe on South African roads as well as the knowledge which prioritises their physical health. We also want to provide women who currently work in the transport industry with the inspiration to achieve their fullest potential.”

According to Fébé Meyer, marketing manager of PinkDrive, it is an indispensable and tangible breast cancer organisation providing South Africa's first and only mobile mammography and educational units. “We hope to use event to drive home the fact that ‘Early Detection Saves Lives.’”

“PinkDrive currently runs three ‘Pink’ mobile breast check units, as well as six educational cars. All units travel to various areas around South Africa to enable numerous disadvantaged communities access to diagnostic mammography screening education, physical examinations and how to do breast self-examination,” says Meyer.



Other presentations that guests can look forward to include:

- A presentation from Toyota leadership
- A presentation from Clare Vale, known as the 'First Lady in Racing'
- Demonstration from Wheel Well on children's safety in cars
- Demonstration from Mark Grobbelaar from WomenInPowered, who helped Miss South Africa escape her recent hijacking
- Eye screening from Modern Eyes Optometrists
- Presentation from Dr Karen Horne on the role of the adrenal gland in driver safety
- Presentations from cancer survivors
- Many prizes to be won on the day

To attend, email sam@masterdrive.co.za or nikita@masterdrive.co.za. RSVPs are essential. The event will take place on 2 October 2017 at Toyota head offices in Sandton from 9am-1pm.

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