

Primedia Outdoor and Fino back to school

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Years begin and end with school themes - you're either finishing or beginning another grade. For those parents and learners with children still in the process of completing their studies, there is always the 'back-to-school' headache - uniforms, books, stationery and of course, school fees.



For many families the cost of sending one child to school is daunting, let alone two or three. In order to provide some relief to disadvantaged communities in this predicament, Primedia Outdoor and their client, Fino, teamed up and on 22 January, donated 500 school bags and 523 stationery packs to two high schools in the Emfuleni Municipality.

The principals of both schools, Ramosukula and Ramolelle High School, expressed their excitement and gratitude saying that the learners were very pleased with their bags and stationery packs. The Executive Mayor of Emfuleni Municipality, Miss Greta Hlongwane, was in attendance to assist with the hand-over of the 'goodies', noting that the expression on the faces of all the children was a joy to behold. She thanked and congratulated the two companies on their efforts, concluding that the event was indeed, an all-round success.

Said Kay Yang, Managing Director of Fino, "As a leading brand of fashion accessories such as wallets/purses and bags, we have since our launch in 2000, always been keenly involved in charity. We're a proudly South African brand and of this country. By donating school bags, which we have done for some time, we will hopefully have made a difference in the lives of learners and brought some financial relief to their families."

Kennedy Tshabalala, Andile Fandase and Stephen Borrajero, from Primedia Outdoor, were there to ensure everything went according to plan and to assist with the hand-over.

"We are proud to have partnered with Fino in this very worthy project and look forward to doing it again next year!" said Kennedy Tshabalala, Development Executive, Primedia Outdoor.

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