

Gogos beat Celebs in bead-off challenge

A group of South African celebrities took on the Gogos from Relate bracelets yesterday in a beading challenge to raise awareness of South Africa's senior citizens. The team of eight Relate Bracelets Gogos took on eight celebrities, and Relate ambassadors, in a bid to see who could bead the fastest - all in the name of Mandela Day and in support of Relate's causes.



While the celebrities gave it their best shot threading 6.17m of beading, the speed-beating Gogos thrashed them with their 7.40m thread.

Football star Matthew Booth may be quick on the pitch, but could he bead a bracelet in under a minute? He may have nimble legs, but his fingers are less nimble.

Former Miss South Africa Nicole Flint has been dressed by SA's top designers, but how quickly can she thread accessories for change? Not fast enough, it seems.

Extreme conservationist and adventurer Braam Malherbe is saving the planet one day at a time, but how many bracelets could he bead for Relate's wildlife and conservation beneficiaries? It was a valiant effort, but good thing the Gogos supplemented the balance.

These Relate ambassadors, as well as Bailey Schneider, DJ Sox, Jitsvinger, Mpumi Nobiva, and Kyla-Rose Smith of Freshlyground, battled the Relate Bracelets senior bead-ers in a relay for 67 minutes.

Relate's causes

The event was held in support of all of Relate's causes, including Ikamva Labantu, Reach for a Dream, Grassroots Soccer, The Amy Biehl Foundation, Operation Smile, the Endangered Wildlife Trust and Goodbye Malaria. But its focus was also to highlight the important role seniors play in our society.

As a gift for their participation in the event, Relate Bracelets announced that they are donating heaters to all 17 of the Ikamva Labantu seniors clubs where the Gogos, and some Tatas, spend their days threading.

"We will ensure that you are kept warm this year, and forever," said Relate Bracelets founder Lauren Gillis.

Relate Bracelets CEO, Neil Robinson, said: "We want to bring awareness to the elder citizens of South Africa for Mandela Day, and draw attention to the fact that they are still very much a productive part of society. We have 300 seniors beading for Relate Bracelets. Many of them look after orphans - their own grandchildren or foster children."

The senior bead-ers from Relate Bracelets earn an income from the beading work they do, which assists them to look after their grandchildren and foster children.