

Primedia Outdoor makes a happy return

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Wednesday the 19th of November saw Primedia Outdoor return to Ezibeleni School for the Mentally and Physically Challenged to distribute the shoes they sized up in October as well as hand over all the wheelchairs and mobility aids acquired for some of the learners.

Dave Roberts, addressing the assembled children said, "Education is the key to a better future and it is our privilege to be here and in some small way enable you all to apply yourselves to your studies - even if it is nice to have a break from the classroom today."

Despite the obvious limitations of the learners on either a mental or physical level they are just normal children - full of mischief, humour and a desire to be loved and cared for. Fulfilling their physical needs is important and necessary but to see them literally light up as they interacted with the team from Primedia Outdoor was by far the most rewarding aspect of the occasion.



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Apart from the handover of the shoes and aids, tree planting was also arranged in conjunction with Food & Trees for Africa, a South African social enterprise that develops, promotes and facilitates greening, climate change action, food security and sustainable natural resource use and management.

Just as those trees will grow and flourish with the right amount of water and nurturing, so these children will hopefully benefit from this and future initiatives to improve their circumstances and fulfil their potential.

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Primedia Outdoor



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