'Mind your moolah' again supported by Samsung

For the third successive year, Samsung Electronics South Africa will partner with PrimeStars Marketing for the screening of Smartbucks 'Mind your moolah' initiative, a financial literacy programme for South African high school pupils on the importance of being financially savvy. Topics include managing debt, looking after one's savings and spending wisely.

Michelle Potgieter, Director of Corporate Marketing and Communications at Samsung Electronics South Africa, says, "We are delighted to be a part of this project to prepare our youth financially for the future. The company believes in investing in educational programmes that will empower learners to better themselves and the country at large, in the long term."



Understanding money management

The project delivers advice through the medium of comedy and drama by using life experiences. It will star Mpho 'Popps' Modikoane, whose humorous delivery will teach financial literacy lessons and use township life experiences as a setting to resonate with the target audience.

Samsung's participation in this programme complements the investment in education that the company is making through various initiatives including the Samsung Electronics Academy, Samsung Solar Powered Internet School (SPIS) and Learning Centres. "We believe that through sustainable partnerships, we are able to nurture the development of our future thought leaders.

"Financial literacy is of the utmost importance and having the ability to understand the fundamentals of money management from a young age, is essential. We commend our partner PrimeStars, for spearheading this edutainment initiative."

Interactive lessons

Reaching over 15,000 of the most disadvantaged high school students across the country, Samsung is further strengthening its support for quality education, beyond the classroom environment. The participating schools have been selected by the Department of Basic Education, which has collaborated on the project. Learners will enjoy the cinema experience at no cost and will be given interactive booklets to reinforce the financial lessons they have learnt from the film.

The cinema programme commenced on 31 August and will roll out across Ster-Kinekor cinemas countrywide on consecutive Sundays for a period 5 weeks.

"We believe it is important to contribute to the education of today's youth, at all levels of their development, academically, financially and in health related matters. It's important for us as a business to employ programmes which positively contribute to the communities in which we operate," concludes Potgieter.

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