

Eastern Cape school gets sports centre from Paarl Media

In an effort to support government initiatives, Paarl Media has joined forces with the Department of Basic Education (DBE) in support of the campaign, 94+ Schools Project for Madiba.

This campaign has identified 94 schools that are in dire need of assistance and Paarl media has selected the Eastern Cape heritage school, Clarkebury Senior Secondary as one of the schools to benefit.

"Clarkebury has played an important role in the development of youth in South African history, with Nelson Mandela and other of the countries iconic leaders being a product of this institution. The company is proud to be able to make a contribution to the upgrading of an institution of such historical significance," says Thobela Dikeni, director: business development of Paarl Media.

Multipurpose sports court

Through discussions with Clarkebury School and the local community, the company has invested in the development of the school's multipurpose sports court. This facility offers the learners and the community the opportunity to participate in a variety of sports namely 5-aside soccer, basketball, tennis and netball.

"Countless studies show that youth who participate in organised sports during their school years do better academically and are offered greater job prospects than children who do not partake in sports activities."

The company is currently evaluating the option of building a new factory in the Eastern Cape to fulfil the growing demand for educational materials in this region. The new factory would mean job creation for the surrounding communities, additional community support and improved sustainability projects.