

## SchoolMedia promotes AFCON competition

SchoolMedia, an OOH media company that offers advertisers a medium to connect to schools through display systems and outdoor signage, has teamed up with Adidas and Orlando Pirates to promote a number of opportunities for the local youth.



Khethi Ngwenya

In line with the fast approaching African Cup of Nations (AFCON), Adidas is offering schoolchildren a chance to win a unique experience with Orlando Pirates, getting a chance to sit and interact with players during a game. Learners have a chance to have the Orlando Pirates visit their school for a motivational talk and to play football with the community. A school pupil will also stand the chance to take part in AFCON by assisting the players during the matches as a 'carrier.' School pupils simply have to SMS "Orlando Pirates" along with their name and school name to 33174 to enter.

### Vision of community building

SchoolMedia, formed just over 12 months ago by 21-year old Khethi Ngwenya, has grown into a successful and effective platform, despite competing in a difficult economic environment. The company's vision is to build communities by connecting them with relevant products and services from both the private and public sectors and by reinvesting a portion of the company's turnover into CSI and green projects in the schools within which it operates.

In 2012, the company introduced and built installations into schools in Gauteng, enjoying sole rights of installation into thousands of schools across the province. This year will see the company taking this reach nationally, offering companies and organisations an approved way to communicate with schools.

For more, go to [www.schoolmedia.co.za](http://www.schoolmedia.co.za) or call +27 (0) 11 867 4377

For more, visit: <https://www.bizcommunity.com>