

Calling community heroes

The 2010 Jet Community Awards, which have opened for entries, will recognise community projects and grass roots organisations in four categories. With more than R1 million in prize money, the competition is open to entries from South Africa, Botswana, Namibia, Lesotho and Swaziland, with the proviso that winners are obliged to reinvest their winnings into their community building initiatives.



Categories, Awards

- Education - organisations/individuals focusing on school-level programmes of excellence in literacy, maths, science and technology;
- We Care - organisations/individuals who focus on (a) people with disabilities, specifically in terms of care, support and empowerment, as well as initiatives that deal with people with disabilities and (b) Abused women and orphaned and vulnerable children specifically affected by the HIV/AIDS epidemic
- Vukuzenzele - entrepreneurs and development centres that help create jobs and stimulate economic development. There are three awards within this category
 - Black (African, Coloured, and Asian) women in business;
 - Youth in business (18-35) and small businesses in rural areas;
 - Environmental Waste Management - organisations/individuals that focus on reducing or eliminating waste production as far as possible so that there is less impact on the environment.

More entries expected

“Every year, more and more citizens from the competitions' five participating countries are contributing to meaningful social transformation,” says Jet Club manager, Antashia Sassman. “We invite even more entries this year and look forward to rewarding the extraordinary achievements of a new generation of community heroes.”

Last year R1 million was shared between seven winners and 42 regional finalists from across Southern Africa as part of a first-of-its-kind 24-day national road show to pay tribute to 2009's community heroes. The convoy visited each of the regional winners together with celebrity host Fezile Mpela and local community leaders from each of the competitions 13 regions, travelling 6018km to hand over the R15 000 in prize money to each regional winner. The seven national winners were announced at an awards event in

Johannesburg where each winning project was awarded R75 000 in cash including R1000 in shopping vouchers.

“Since we launched the awards seven years ago, past winners have continued to make a difference within the communities they serve and act as both an example and an inspiration to today's community builders whose aim is to contribute to the prosperity and welfare of their communities. Community is all about family and as a family brand committed to making a difference in the lives of individuals, families and society at large, the group looks forward to celebrating our, as yet, unsung 2010 heroes and rewarding their good work,” concludes Sassman.

Entries

Entries may be self-nominated or community nominated and forms are available at www.jetstores.co.za/jet/jet+cares , in the *Jet Club* magazine and community newspapers across South Africa, Botswana, Lesotho, Swaziland and Namibia. Post entries to Jet Community Awards, Postnet Suite 293, Private Bag X16, Constantia 7848 or fax entries to +27 (0) 21 762 7065 before 31 May 2010.

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