

Olympic thank-you for moms

Behind every athlete and every South African is a mom; and [Procter & Gamble \(P&G\) South Africa](#) has launched its 'Proud Sponsor of Moms' campaign to celebrate them. This is part of its worldwide Olympic partnership and partnership with the [SA Sports Confederation SASCOC](#) and [Team South Africa](#).



Breaststroke swimmer, Cameron van der Burgh

Hopefuls for the London 2012 Olympic Games such as Caster Semenya, Cameron van der Burgh, Khotso Mokoena, Noko Matlou, Amanda Dlamini and Burry Stander will be featured in the campaign, together with their mothers.

"Supporting and serving"

"We believe that behind every athlete is an even more amazing mom," says Stanislav Vece P&G vice president, South and East Africa. "We know how tough, but rewarding parenting can be and it's time to say thank you - not just to the moms of Olympic athletes - but to every mom who does whatever it takes to make her child's life the best it can be. Moms dedicate their lives to supporting and serving someone else and someone needs to support and serve them."



Beverly van der Burgh - Cameron's mom

According to a recent P&G Survey conducted with a sample of mothers across South Africa 93% of the respondents believe that being a mother is not only defined in biological terms while 67% reveal that they are extended mothers to two or more children in their immediate

families and communities. According to the survey, sisters, aunts, crèche mamas and grandmothers, play key role in raising their children.

Website to thank mom

The group is calling on everyone in South Africa to thank their mother - that special female influence in your life - through the "Thank you, Mama!" movement. From 1 May, messages can be uploaded at www.thankyoumama.co.za to give her thanks that she deserves for everything she does.

The group will also be giving the moms of Team SA a "Thank you, Mama!" gift. It will send two South African moms to London to watch their children compete. For other moms, who will be in South Africa, its "Thank you, Mama!" gift will bring the London 2012 Olympic Games closer, enabling them to stay connected to their children.

Sports sponsorship

The group is also committed to youth development through sports and in May and June 2012, its leading brands will have a 1 pack = 1 contribution campaign to support sports programmes in schools across the country.

"Supporting sports in schools is not only about developing the next generation of champions, but it is about physical development and acquiring important life skills such as team work and discipline. The company is



Long jump medalist Khotso Mokoena



Sonto Mokoena Khotso's mom

supporting families and is helping to develop athletes every day. This aligns perfectly with the Olympic values," says Vecera.

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