

Joe Public visits Forte High School for Mandela Day

For Mandela Day, communications group Joe Public spent 67 minutes at Forte High School in Dobsonville, Soweto. The group has been committed to the school for a number of years as part of the group's One School at a Time initiative.



Besides covering more than half the operational costs of One School at a Time, Joe Public gives their time and experience to beneficiary schools Forte High in Soweto and Itirele-Zenzele Comprehensive School in Diepsloot in the form of management and leadership workshops and training, motivational talks, extra-mural activities and general upgrades.

For Mandela Day 2013, the company hosted an event at Forte High which called on pupils, staff of Joe Public group and partners of the agency to reflect on Madiba's vision for our country by writing a message of commitment, of thanks and of recognition to this great man, on approximately 1500 bio-degradable balloons which were collectively released into the night sky at one time.

"Madiba once said: 'Education is the most powerful weapon which you can use to change the world', and we passionately share this belief," says chief creative officer Pepe Marais. "We contribute on a daily basis through One School at a Time to our two partner schools, and this special event was yet another small effort towards delivering on Nelson Mandela's greater vision."

For more information, go to www.joepublic.co.za.