



Brand South Africa

Brand South Africa salutes Cowen High School for winning the Umhlobo Wenene FM debate competition

Johannesburg, Tuesday 18 August 2015 - On Friday 14 August, Brand South Africa handed over prizes worth R50 000 to Cowen High School in Port Elizabeth. Cowen High School were the victors in the school debate competition hosted by Umhlobo Wenene and Brand South Africa on 16 June.

Through its Play Your Part programme, Brand South Africa aims to encourage South Africans to contribute actively and positively to the development of their communities. Brand South Africa therefore recognises Cowen High School's achievement in positively contributing to the education of their learners.

In order to continuously develop the country's competitiveness, it's imperative that the youth are equipped with skills and education. Cowen High School has demonstrated how they are actively contributing to addressing the goals set out in the National Development Plan (NDP). It is for this reason that Brand South Africa takes its hat off to Cowen High School. One of the many goals set out in the NDP is to improve the school system by increasing the number of learners achieving above 50% in literacy and mathematics as well as increasing student retention rates to 90%.

Brand South Africa awarded Cowen High School with R50 000 worth of prizes comprising a public address (PA) system and six laptops. The school's principal Mr T Dolley says: "The PA system will help educators communicate more clearly and effectively with students during assembly". He adds that the laptops will assist the learners to further develop their information technology skills.

As part of Brand South Africa's Constitution Mondays campaign, learners were asked to recite the preamble of the constitution at assembly. The Constitution Mondays campaign asks all schools, on the first day of every month, to hoist the flag, read the preamble to the Constitution and sing the national anthem. This campaign, aims to see school learners

and civil society groups throughout the country participate in constitutional awareness.

Thoko Modise, Manager: Civil Society at Brand South Africa says: “My proudest moment was watching the school choir singing the Freedom Charter Song and reciting the preamble of the constitution. This is what we are striving for as Brand South Africa, that all learners realise the importance of the constitution and what it stands for”.

Pic caption: (L-R) Cowen High School Deputy Principal, Mr Clay, Cowen High School debate team leader Asanda Mphako, Cowen High School Principal, Mr T Dolley and Ms Thoko Modise, Manager: Civil Society Brand South Africa.

Notes to editors

About Brand South Africa

Brand South Africa is the official marketing agency of South Africa, with a mandate to build the country's brand reputation, in order to improve its global competitiveness. Its aim is also to build pride and patriotism among South Africans, in order to contribute to social cohesion and nation brand ambassadorship.

About Play Your Part

Play Your Part is a nationwide campaign, driven by the Brand South Africa, created to inspire, empower and celebrate active citizenship in South Africa. It aims to lift the spirit of our nation by inspiring all South Africans to contribute to positive change, become involved and start doing - because a nation of people who care deeply for one another and the environment in which they live is good for everyone.

Play Your Part is aimed at all South Africans - from corporates to individuals, NGOs to government, churches to schools, young to not so young. It aims to encourage South Africans to use some of their time, money, skills or goods to contribute to a better future for all.

For more information or to set up interviews, please contact:

Boitumelo Mpete

Tel: +27 11 712 5007

Mobile: +27 (0) 82 358 9047

Email:boitumelom@brandsouthafrica.com

Visit www.brandsouthafrica.com

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