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ARTISTS LEND THEIR VOICES TO NATIONAL LIBRARY WEEK

18 March 2013, Cape Town – Local musicians Melanie Scholtz, Sakhile Moleshe and hip hop artists, Blaq Pearl and Rozzano Davids, showed their support for National Library Week, which runs across the country from 16 to 22 March, at a readathon event, which took place at Mitchell Heights Primary in Mitchell's Plain.

The readathon, which saw the artists, teachers and more than 600 learners take part, was organised by Cape Town based NGO Breadline Africa, who together with the Nelson Mandela Centre for Memory, has placed just under 25 container libraries in some of the most impoverished schools across the country. As a result of the project, which is now in its third year, more than 18 000 children have been reached.

“The libraries give an opportunity to children, many of whom hardly ever see a reading book, to come into contact with picture and story books and to enter the wonderful world of reading for the first time,” Tim Smith, Director of Breadline Africa said.

“I am inspired by the work being done by Breadline Africa and jumped at the chance to take part in the readathon,” Standard Bank Young Artist Award winner Melanie Scholtz said. “Storytelling and reading is an integral part of growing up, it was an honour to take part in this event.”

“Some of my earliest memories are linked to reading and storytelling, reading was a very integral part of my childhood,” Sakhile Moleshe lead vocal from Soul Housing Project and Goldfish notoriety said. “National Library Week in a country like South Africa, where literacy is exceptionally low, is extremely important. We need to get our youth to understand the power of reading in order to understand its impact on their future; they are our future.”

“I am amazed and delighted by the support that we've received from the artists, all of whom gave of their time freely and with such enthusiasm,” Smith said. “Every school should have access to a library and every child should be able to read, write and be given the means to learn; sadly this is not the case in many schools across the country. The library container initiative needs the support of the general public and corporates. We encourage everyone to get involved and help in some way.”

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Breadline Africa (RSA) Advisory Committee

Henk Kleizen (Chairperson), Prof. Eric Atmore, Farzeen Bhana, Nicola Bosworth, Sally Burt, Frances Greathead (Patron) Nthabi Mohlakoana, Karen Morris, Andrew Warner
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Breadline Africa is one of the biggest suppliers of converted containers for poverty relief in Southern Africa, the NGO has provided over 180 containers to poverty stricken communities since their establishment in 1993.

“The success of the library container partnership relies entirely on the support of the general public and corporates. We encourage everyone to get involved and help in some way,” Smith said. “In the words of Tata Mandela ‘readers become leaders’ – this is the very ethos of the container initiative.”



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