SA CELEBS SHOUT OUT FOR NATIONAL LIBRARY WEEK

20 March 2014, Cape Town – Local musicians and ShoutSA founders, Danny K and Kabelo gave National Library Week a welcome burst of star power by launching a new library at Eisleben Road Primary School in Mitchell’s Plain on Thursday, 20 March. The event forms part of the Mandela Day Library initiative, a partnership between the Nelson Mandela Centre of Memory and Cape Town based NGO Breadline Africa.

“Storytelling and reading is an integral part of growing up, it has been an honour to play our part in the Mandela Day library initiative – literacy is a human right,” well-known South African artist, celebrity and activist for change Danny K said. “We promote education not incarceration – by giving our youth a chance to liberate their imaginations, we can stop crime before it has a chance to start.”

Over the past four years just under 40 container libraries have been rolled out to some of the most impoverished schools in the country, with more than 30 000 school children having been reached as a result of the initiative. The project relies heavily on corporate funding and support – the Eisleben Road Primary library and two other libraries in Gauteng and Limpopo were funded and placed by ShoutSA. BBDO and its non-profit arm, The MAL Foundation, collaborated with Architects of Justice, Cape Talk, Breadline Africa and the Nelson Mandela Centre of Memory to place the containers.

“In a country like South Africa, creativity has the power to change things, to put something back in a way that touches people,” Chief Creative Officer of BBDO SA and co-founder of ad agency Net#work BBDO, Mike Schalit said. “Twenty years after independence, there has to be a more collaborative way for brands to create and sustain a better South Africa. It’s not just about nagging at social consciousness; it’s about relevance, pragmatism and a creative edge. It’s about making a real difference to society and the bottom line through compelling design solutions.”

“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,” Director of Breadline Africa, Tim Smith said.
Since their establishment 21-years-ago Breadline Africa has rolled out more than 190 containers to some of the most impoverished communities in South Africa. The disused shipping containers are renovated and used as soup kitchens, libraries, educare centres and ablution blocks.

“I am inspired by the work being done by Breadline Africa and jumped at the chance to make a difference” co-founder of ShoutSA Kabelo 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. Education opens up options way beyond crime.”