



Press release
10 January 2012

LET'S REKINDLE THE PASSION BEHIND LOCAL BEING "LEKKER"

The Proudly South African "Buy Local" campaign has welcomed news that over 100-thousand new jobs were created in December 2011.

Reacting to the results of the Adcorp Employment Index released today, Proudly SA CEO, Adv Leslie Sedibe said: "We welcome the announcement, given South Africa's current unemployment figures and the current world economic climate. Let's do all we can as a nation to encourage this trend in 2012."

According to the Index, a total of 103 327 new jobs were created in December 2011 - the fastest rate of growth in nine months. It's also the first time since 2009 that no sectors reported a decline in employment. The Index also shows that all employment categories reported growth in December, with the fastest being temporary work (15%) and permanent jobs (6%).

"Our campaign encourages consumers to buy local products and use local services to help create jobs. In 2012, we continue to call on South Africans to support local products. Let's stand up as a nation and rekindle the passion behind local being "lekker".

Last year, Proudly South African also made a call to the industry to create 93-thousand jobs as part of the "93-thousand Jobs for Mandela Day" Campaign. Today's news is a fitting tribute to the legacy of Madiba," said Sedibe.

Although the number of jobs in South Africa is still 850-thousand below the peak reached before the 2009 recession, Proudly South African remains hopeful that an increasing number of people and businesses will buy home grown products and services, to boost job creation and promote national pride.

Be Proudly South African. Buy local to create jobs!

Issued by: *Proudly South African*

Postal: PO Box 1062, Saxonwold 2132, Johannesburg, SA

Physical: 14A Jellicoe Avenue, Rosebank 2196, Johannesburg

Tel: +27 (11) 327 7778



www.twitter.com/proudlysa



www.facebook.com/proudlysa