

PRESS RELEASE/MEDIA ADVISORY
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Proudly SA to show Cape Town that local is still lekker!

The Proudly South African “buy local” campaign is set to rock Cape Town this weekend, as part of its national road show to promote the buying of local products and services.

The team will be out in full force at the Cape Gate Mall on Saturday and Sunday, where 94.5 Kfm DJ, Ryan O’Connor, will MC the event.

Well known SA celebrity choreographer, singer, actor and television personality, Somizi Mhlongo, will be accompanied by The Stunners Dance Crew to teach locals the newly choreographed “Proudly South African Makoya Mzansi dance”.

Local businesses will also exhibit products and services to showcase what South Africa has to offer. There will also be competitions, prizes and goodie bag giveaways.

Proudly SA’s Cape Town visit forms part of a year-long road show, to educate consumers about the positive spin-offs of buying locally manufactured products and services. The road show runs under the theme "Be Proudly South African - Buy Local to create jobs".

Proudly SA will visit all provinces and hold business forums, mall promotions, expo's and meetings with stokvel groups, community organisations and schools. The road shows runs till March 2013.

Other dates and provinces for the Proudly SA mall activations with "Somizi" include:

26-27 May	Durban (Gateway Mall)
23-24 June	Johannesburg (Maponya Mall)
13-14 October	Kimberley (Diamond Route Mall)
20-21 October	Upington (Upington Mall)
17-18 November	East London (Main Mall)

Proudly SA seeks to strongly influence procurement in public and private sectors, to increase local production and stimulate job creation. This is in line with government's plans to revive the economy so that 5 million jobs can be created and unemployment can be decreased to 15% over the next 10 years under the New Growth Path.

Proudly SA will also focus on educating consumers about the "country of origin label". Consumers need to look for the label on each product and ensure their first choice is to buy local.

The Proudly SA Campaign fits hand-in-glove with the broader national developmental agenda and the recently signed Local Procurement Accord.

The Accord is a pact that seeks to boost local industry and create more jobs through localised procurement. It was signed in October 2011 by government, business, labour unions and community bodies. These role players have committed themselves to increasing the number of goods and services bought locally to 75%.

BUY LOCAL TO CREATE JOBS

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