



I M B U M B A
F O U N D A T I O N

IMBUMBA FOUNDATION
PEARL SHONGWE
067 998 7738
or
SAMANTHA TERBLANCHE
067 030 5924
samantha@imbumbafoundation.org

For immediate Release

08 March 2021

**INTERNATIONAL WOMEN'S DAY: IMBUMBA FOUNDATION'S CARING4GIRLS
MENSTRUAL HYGIENE PROGRAMME TAKES A GAINT LEAP TOWARDS
SUSTAINABILITY, BY ENTERING THE RETAIL SPACE WITH TWO INNOVATIVE CSI
PARTNERSHIPS: WEST PACK LIFESTYLE AND BIG SAVE STORES**

#EVERYPACKHASASTORY

#CARING4GIRLS

Today, the 8th of March 2021, Imbumba Foundation's #Caring4Girls Sanitary Pad Programme, founded 10 years ago, with the aim of keeping the girl child in school, will hit the shelves with its own brand of sanitaryware in partnership with West Pack Lifestyle and Big Save Stores. This a bold step in strengthening its' commitment to young women across South Africa and beyond our borders. Having expanded on its vision over the past decade, the Foundation continues to empower adolescent girls with feminine hygiene products, and menstrual health and hygiene education. This non-profit organization's move towards sustainability, will enable the Caring4Girls Programme to further extend its reach to disadvantaged girls, until no girl is left behind.

West Pack Lifestyle has come on board to back Imbumba Foundation in this endeavour, by linking its Corporate Social Investment programme to Caring4Girls. Customers will be able to purchase and donate a packet of sanitary towels, which the retailer will match, pack for pack. On being part of this first-of-it's-kind initiative, CEO of West Pack Lifestyle, Chris Jr. Da Silva

said: "West Pack Lifestyle has always had the philosophy that family and community are the foundation of our business, with giving back forming a big part of the company's values.

As a proud father, I believe that it is the duty of all South Africans to lend a hand and contribute positively to the lives of children in need. Imbumba Foundation shares these values and have been actively changing the lives of young girls for over 10-years. We are very thankful for the opportunity to partner with Imbumba Foundation and support their #Caring4Girls initiative to keep girls empowered, in school and on the road to womanhood and success."

Big Save Stores are the first retailer to stock and sell the product, both for retail and wholesale purposes. Tony Ferreira, CEO of Big Save says they are proud to be one of the founding partners for the initiative. He said "It brings us immense joy to be the first retailer to stock the #caring4girls product. We've witnessed first hand, the impact that a monthly or even yearly supply of sanitary pads can have on a single girl's life. It is our duty, and that of others to open the door for programmes such as these to thrive, in order to bring about social justice."

By offering free listing to this innovative brand, these two retail partnerships are pioneering a new way for corporate partners to catalyse social responsibility initiatives with real inclusive and sustainable impact.

Acknowledging the impact of the past difficult year, in which the number of schools days have already been reduced, and thus curriculum recovery is more critical, the need to keep the girl child in school has become even more imperative.

For more information, contact Pearl Shongwe contact number +27 067 998 7738 / 079 630 4119 OR Samantha Terblanche 067 030 5924

END