

## A zebra crossing with a difference

Zebra Cabs will celebrate Madiba Day by creating a unique 'zebra crossing' in Gauteng. A fleet of over 120 Zebra cabs, all decked out in the signature black and white stripes of one of Africa's most iconic animals, will drive together from Corlett Drive, via the M1, to the company's headquarters in Midrand. They will be supported by a Metro police escort.



This 'crossing' of the large 'herd' of Zebras will honour the memory of Madiba and the spirit of doing good. The mass drive will conclude in the handing over to Khensani's Collection, a non-profit organisation (NPO) operating mainly in Diepsloot, of a cheque to the value of R67,000. Khensani's Collection gives priority to education initiatives in its mentoring and community upliftment activities.

The public are invited to join in the Zebra Crossing by promoting their favourite charities on social platforms. The NPO that receives the most votes via #zebracrossing will receive an additional R6,700 donation from Zebra Cabs.

In conventional road safety terms, a zebra crossing is a place where people are prioritised over vehicles and, thereby, enabled to safely reach their destinations. "So, our Mandela Day 'Zebra Crossing' is an additional way for us to express our own corporate ethos of helping people cross safely, successfully, and sustainably from the informal to the formal economy," says Zebra Cabs head, Ana Bonanni. "In this particular instance, we are emphasising the need to help South Africa's youth cross from disadvantage to both economic and social success."

Zebra Cabs will pay drivers involved in the Mandela Day Zebra Crossing a flat rate for the two hours (10:00-12:00) of the

migration. The company will also have reserve drivers on standby to assist consumers and commuters in need of cab transport.

For more, visit: <https://www.bizcommunity.com>