

# Ackermans celebrates Mandela's legacy

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In honour of Mandela Day, which is celebrated globally on 18 July, Ackermans' staff in various departments used their 67 minutes in service to the community to make cushions, mats, puppets and build puppet stages for Ackermans' Ububele Story Schools initiative.



Ackermans Ububele Story Schools is an Early Childhood Development project developed by Ackermans in partnership with Wordworks and the Nal'ibali for the reading-for-enjoyment campaign.

The programme has assisted both parents and teachers in 13 local crèches and schools, with literacy and numeracy skills, enabling them to help their children develop early language skills and learn while at school and at play.

Speaking at Ackermans' head offices in Cape Town, MD, Sean Cardinaal says, "Mandela's values of service, commitment and dedication to improving the lives of others, are key to unlocking the potential of South Africa and its

people. In the last 99 years we have built a large, loyal customer base and enjoyed great support from the local communities within which we operate.

"Our customers' loyalty has played a large part in Ackermans becoming a household name in South Africa. Mandela's commitment for the children of South Africa is well-known and we are honoured to be playing our part in ensuring that our country's children are empowered to have brighter and better futures through Ububele. The initiative is a proud milestone in our story and the perfect opportunity for us to thank and acknowledge South Africans' contribution to our success."

The retailer has also made donations of stationery and classroom upgrades to help make these schools fun, engaging and interactive learning environments - through schoolwork and play.

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