

# The Box Shop June 16 Food Market backed by American Express

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*Celebrating a youth on the rise*



Vilakazi Street will be abuzz as food and art lovers alike, artisans and entrepreneurs descend upon the annual Box Shop June 16 Food Market on Youth Day. With the powerful backing by American Express, The Box Shop June 16 Food Market will be celebrating its second year of the partnership.



The food market will feature 22 stalls operated by young entrepreneurs. Out of the 22 stalls, 12 will be dedicated to food from African-inspired traditional cuisines, hot authentic beverages, a display and showcase of local wines and ready to eat products. The remaining 10 stalls will be dedicated to fashion, accessories and jewellery products.

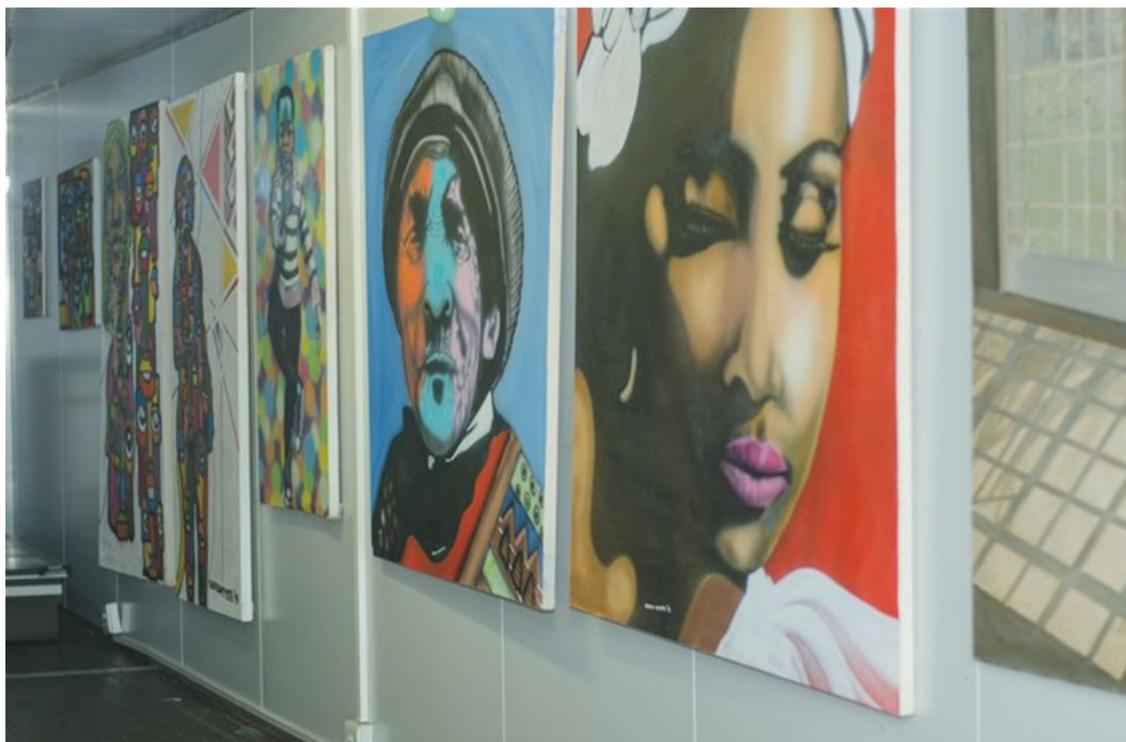
American Express will set up all 22 suppliers with pocket point-of-sale (POS) devices at no cost to enable the youth-owned SMEs to transact with ease.

The Box Shop is sure to be the flavour of the day, with a full line-up of activities, live music, performances and art installations. Under the theme, *Uprising*, this year's event is set to recognise and celebrate "youth heroes who were remembered but never celebrated," says Sifiso Moyo, co-founder of The Box Shop.

The establishment will be partnering with Mbuyisa Makhubo's family and the June 16 Foundation to commemorate Mbuyisa Makhubo's display of heroism and bravery on that fateful day when he carried 13-year-old Hector Peterson who had been shot by police.

The day will be dedicated to the fallen heroes of June 16 with a Hero's Walk followed by the unveiling of never seen before

Mbuyisa Makhubo archived images and apparel, to preserve his memory. Also, on the day's line up is a knowledge sharing panel discussion seeking to upskill young entrepreneurs on the reality of being an entrepreneur in South Africa.



Vilakazi Street will transform into an epitome of youth culture, showcasing the entrepreneurial and creative spirit of a youth that is continuously on the rise.

The 2019 Box Shop June 16 Food Market will be open from 08h00 – 24h00 and entrance is *free*.



## Background

Every year, in the dry white season of Johannesburg's winter, we gaze back into the seismic events of 1976, 16 June, a nostalgic moment that changed the face of history, as we know it. The most dramatic display of bravery and patriotism by the South African youth. The seeds, which gave rise to the fruits and the sacrifices of the then youth, has propelled and shaped today's youth to be creators of culture, and rise above the challenges they continually face.

For today's youth, 16 June 1976, must remind them not only of what was, but it should celebrate the possibilities of those who are not amongst us today, of what they could have achieved or contributed to the progress of this country, because the work of 1976 is still not complete.

The Box Shop has inherited the baton to keep the spirit of June 16 alive by choosing to celebrate and commemorate the youth, by investing on enterprising them in the creative and hospitality sectors.

### **About Box Shop**

The Box Shop SA is a lifestyle and retail initiative founded with a primary objective of solving access to market problems faced by small to medium enterprises in the textile, accessories, cosmetics, furniture and crafts industries. The Box Shop SA offers a platform for young entrepreneurs to grow their businesses by reaching markets beyond their social influence and eventually positioning themselves in global markets.

### **About American Express**

American Express is a global services company, providing customers with access to products, insights and experiences that enrich lives and build business success. American Express has partnered with a select group of leading banks and financial institutions around the world to issue American Express-branded products and acquire merchants on to the American Express merchant network. By leveraging its partnerships, global infrastructure and the powerful appeal of the brand, American Express has gained even broader reach for its network worldwide. In South Africa, Nedbank Ltd is the licensed issuer of American Express-branded Cards in South Africa, and also signs up merchants to accept American Express Card transactions. For more information, visit [www.americanexpress.co.za](http://www.americanexpress.co.za) and like the American Express Facebook page @AmericanExpressSA.

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