



Media release

Music industry great Quincy Jones visits SA, meets young entertainers and visits social care projects in Gauteng and KwaZulu Natal

Johannesburg, 4 April 2006 – Quincy Jones, a global music industry legend, is visiting UNICEF-supported projects in Johannesburg and KwaZulu Natal this week to engage with youth, artists, business leaders and other South Africans on the topics of HIV, crime, sexual violence, drug abuse and youth development.

A respected philanthropist, Mr Jones is interested in South Africa's transformation over the past 11 years of democracy and its impact on children and young people.

Quincy Jones joined South Africa's hottest young talents this afternoon in a discussion forum on the challenges young celebrities face, related to drugs, violence, gangsterism and sexual relationships. The spirited discussion forum was followed by an evening of entertainment hosted by the Maverick magazine, the Gauteng Film Office, Yfm and UNICEF.

The Minister of Arts and Culture, Dr Pallo Jordan, Mr Quincy Jones, UNICEF Ambassador and popular singer Ms Yvonne Chaka Chaka and Mr Macharia Kamau, UNICEF Representative to South Africa addressed this red carpet event.

Earlier today, Quincy Jones visited Soweto and participated in a "Men As Partners" workshop to discuss gender based violence and efforts to strengthen family relationships and support systems.

He also visited the infant HIV unit at the Coronation Hospital in Johannesburg, to receive a briefing from the paediatricians and witness the diagnostic work and anti-retroviral treatment for babies infected with HIV.

From Gauteng, Mr Jones moves into KwaZulu Natal tomorrow, to learn about HIV prevention and child survival initiatives aimed at sustaining the lives of babies and young people. Of particular interest to the musician is a breast milk bank ran at a local clinic, which safely and hygienically stores the breast milk of healthy mothers to feed babies born to HIV-positive mothers or to abandoned and orphaned infants.

The visit to the area also included a briefing on an HIV prevention programme that seeks to lower HIV infection rates in poverty stricken communities by reducing the risk-taking behaviour among young people.

Mr Jones' official programme started on Monday night at the Apartheid Museum in Johannesburg, when he attended a dinner with selected business leaders and the Umsobomvu Youth Fund to look at the mobilisation of resources and social responsibility within the private sector.

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Issued on behalf of UNICEF

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