

## MEDIA RELEASE

### UNICEF and STIXX Marketing announce partnership

Pretoria – Stixx Marketing (Pty) Ltd has announced the launch of a skin-friendly sticker for sports fans which will be sold in a variety of locations with proceeds expected to benefit UNICEF and its work in the development of vulnerable children in South Africa.

The sticker, which will feature the club logos of local and national sports teams and the South African national flag and will be sold in Spar stores, Total SA service stations and Mr Price Sport stores around the country.

The UNICEF and Stixx partnership agreement has been entered into for a period of 3 years, during which Stixx will contribute a percentage of the price of each sticker sold to UNICEF.

Stixx Managing Director Erich Kraml says funds obtained from the sales during the campaign shall support the education development programmes in South African schools, by providing increased access to improved sport and recreational equipment and facilities for children.

“In this day and age, every adult should assume the role of a parent for every child in this world. More people should do what we are doing – supporting children’s development,” he said.

In thanking Stixx for its commitment to children, Macharia Kamau, UNICEF South Africa Country Representative said, “UNICEF believes that the positive benefits South Africa will achieve by hosting the 2010 Soccer World Cup should extend to children.”

Sports fans will also have a chance to do their part to contribute to the legacy for children beyond 2010 through the purchase of Stixx sports-related face stickers especially for sports fans.

This initiative will benefit the 585 schools most under-resourced schools as identified by the Department of Education through the Safe, Caring and Child-Friendly Schools initiative, supported by UNICEF in all nine provinces.

This programme adopts a holistic approach to learning that promises to transform schools into child-centred and gender-sensitive places of learning and includes sports as a key element in the provision

of a quality education to children. The schools were identified for urgent action because of high levels of violence, teen pregnancies, and poor matriculation pass rates.

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