

Media Release
For immediate release

Nyanga seamstresses clothe children in need

A group of 25 local seamstresses have spent the past 2 months sewing close to 400 items of clothing for donation to impoverished children in Nyanga.

The clothing items were given to the children at the Etafeni Day Care Centre's Heritage Day celebrations today (22 September 2017).

"This is a beautiful story of caring people working together to do something significant," explains Theresa Lumami, Manager of the Women's Wellness and Economic Programme at Etafeni.

"Some months back, we were contacted by quick service restaurant Hungry Lion, who wished to donate excess staff uniforms and support our skills development work. They supported a number of seamstresses who upcycled the uniforms into play clothes. The items produced were given to children from Etafeni's Early Childhood Development Centre and a number of other crèches in the area."

The children arrived in traditional dress for the Heritage Day celebrations and enjoyed the attention of a number of gogos who came to share stories with them.

"I loved today," said Awanga Bakula, 5 years old, who attended the celebrations. "I loved the story the gogo told us about the lion and I loved eating the ice cream we got from Hungry Lion."

"This was a special project for the Hungry Lion team," says Tashalene Reid, Brand Marketing Manager for Hungry Lion. "Our relationship with Etafeni started earlier this year when we donated equipment and seeds for their food gardens. As a business, we're committed to uplifting local communities, skills development and hunger relief. The more we work with Etafeni, the more we learn about the challenges facing local communities and the more determined we are to contribute to making a difference. It's great to see a project like this come to fruition."

"I am so excited to show my mom my new dress," a 6 year old said. "This is the first time I will have my own dress that wasn't from my big sister."

"I have learnt much in the last 6 months," says Thobeka Yamile. "Now it's like we are fashion designers".

Etafeni's Womens Wellness and Economic Empowerment Programme exists to restore dignity and hope to destitute, unemployed HIV/AIDS infected and affected women/mothers/caregivers, firstly by helping them to become

healthy and to stay healthy, and then by empowering them to earn an income and achieve self-sustainability through skills development. Women earn a monthly stipend and are fed a daily meal while they are taught how to sew over a six month period.

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Notes to Editor

About Etafeni

The Etafeni Day Care Centre Trust is a registered NGO established in December 2001 to provide a best-practice model of sustainable community-based care for AIDS-vulnerable children, youth and their caregivers in Nyanga and surrounding communities. Central to the community-based model is that it provides individual, personalised health, education and pathways-to-employment support and care for adult, children and youth. The centre's aim is to break the cycle of poverty in Nyanga, where contributing factors such as a high crime rate, 45% unemployment and an HIV/AIDS rate at 28%, contributes to the disheartening socio-economic landscape of Nyanga. Etafeni benefits thousands of community members and stands as a beacon of hope.

Services at the Centre include an Orphans and Vulnerable Children and After Schools Programme, Counselling and Community Care Workers, Crèche and Preschool (ECD), Nutrition and Breast Feeding Programmes, Fit for Life, Fit for Work Programme, job skills and job placement programme, an organic food garden, with 89 home Food Gardens spread across Nyanga and the Women's Wellness and Economic Empowerment Programme.

About Etafeni's Women's Wellness and Economic Empowerment Programme

This programme for HIV+ women/mothers offers counselling and medical assistance as well as training in sewing and handcrafts to enable these women to earn revenue for themselves and their families. Over 100 women participate in the programme.

A range of products are sold at Etafeni's on-site shop. In addition to production of shweshwe children's clothes, toy animals, bags and table linen, women crafters fill orders for international conferences such as lanyards and conference bags.

About Hungry Lion

Quick Service Restaurant Chain Hungry Lion is committed to contribute to hunger relief, change in communities and skills development by supporting reputable non-profit organisations in a sustainable manner.

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