

"Be A Hero" with King Pie and NSRI WaterWise

In concern for the ongoing problem of youth and child related drowning in South Africa, fast food brand King Pie has taken a proactive stance and together with The National Sea Rescue Institute's WaterWise, will be embarking on the "Be A Hero" campaign from February through to April 2011.

The campaign will target 30 schools across Gauteng, KZN and the Western Cape, and entails the teaching of CPR and water safety to youth.

The King Pie 'Be a Hero' campaign will make workshops accessible to target schools and teach core skills to try and develop a generation of sensible and capable water users. King Pie will donate R10 000 to facilitate the workshops, as well as another R10 000 to WaterWise for future educational initiatives.

"We believe that if more youngsters are empowered with the valuable life skill of CPR, and coached to have the confidence to be efficient first responders in emergency situations, fewer water related incidents would result in drowning" says spokesperson for YDx on behalf of WaterWise, Lindy Liebman "it is a pleasure, therefore, to work with King Pie on the 'Be a Hero' Campaign".

Safety tips

Over 600 youth drownings are reported every year, with the majority of fatalities being in public access areas - dams, lakes etc. The NSRI started the WaterWise initiative in 2005 as an educational arm of the institute with the project being funded solely through organisations, like King Pie, donating money, time and resource to the education of South Africa's youth.

The leading pie brand will also take the campaign into King Pie stores by distributing serviettes featuring crucial WaterWise safety tips.

"2011 is the year for socially relevant and responsible marketing for King Pie" notes Jeanne Geldenhuys COO of King Pie. "The 'Be a Hero' campaign, will target a couple of key fundamentals, particularly Education and Community investment and advancement. This is an important part of what the King Pie Brand stands for."

30 Schools across Gauteng, KZN and the Western Cape will be visited as part of the Campaign, which will run until April 2011.

For more, visit: <https://www.bizcommunity.com>