

## Picture the Change finalists highlight worthy causes

Photos depicting the ravages of drug abuse contrast sharply with those of happy learners with story books; a caged leopard with lifeless eyes throws into stark relief wild horses enjoying their freedom on the beach at daybreak.



These are just a few of the powerful images that have been selected as finalists in [Picture the Change](#), a competition that called on South Africans to draw attention to worthy causes close to their hearts through photos that reflect change or the need for it.

The competition, sponsored by RamsayMedia and BoE Private Clients, recognised the powerful impact of images and their ability to change people's perceptions, making a difference where it's needed most. It has certainly achieved that aim - one hard-hitting photo of a rhino being dehorned, for example, has had thousands of hits on Facebook and elicited hundreds of comments from around the world, focusing global attention on an issue of great concern to South Africans. [Read on.](#)

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