

Skywise Airlines supports youth

For the second time this July, Skywise Airlines' commitment to uplifting disadvantaged communities reached the sky with a donation of branded pens, rulers and bags to over 400 Grade 11 Learners from Laudium, Pretoria.



Grade 11 learner with Skywise branded stationery pack

The event was recently held at the Laudium Civic Centre, where learners had gathered for the second annual Youth Summit, initiated by the Laudium Women's Network (LWN) in celebration of the youth.

"This is a win-win situation as learners benefited and in turn took the pens, rulers and bags to their homes to definitely mention that Skywise is a new airline in South Africa", said Amoré Sameera Jooste, of 911 4 kidZ, co-organisers.

"Empowering Our Young Leaders to be the Moral Flag Bearers of Tomorrow" was the theme of the summit, aimed at building leadership among the youth of the locality.

Objectives of the gathering included awareness to identify the problems and relevant issues in the community; becoming morally sensitised and change agents; promoting youth activism for the development of a caring community; leadership skills and provision of a moral compass; breaking down barriers of segregation and encouraging community building with integrity as well as using dialogue as a platform for problem solving as opposed to aggressive means to find solutions.

Learners were welcomed by dynamic and vibrant women of the community, as well as by prominent motivational speakers. They were also afforded the opportunity to participate in brain storming sessions and present their point of views.

Appropriate leadership skills were imparted to the young leaders of tomorrow, which lack in some of the leaders of today and hence contributing to decay of the moral fabric of society. It was hoped such skills will enable youth to address and work towards eliminating destructive behaviours.

LWN is committed towards assisting and playing a supportive role in issues that affect their youth.

With the backing of Skywise, the sky is the limit for the youth of Laudium, as well as the broader South African community.

"Usually marketers want to see big numbers to justify their sponsorship, however, Skywise's slogan Less is More, suggesting that low numbers targeted at this event will grow into huge benefits for us in the future", said Tabassum Qadir, Co-Chair.

"This was an opportunity not to miss. For us, people come first," said J. Malik, Co-Chair.

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