

Inspirational TV series calls on South Africans to play their part

[Brand South Africa's 'Play Your Part'](#) is a social movement to get all South Africans to think actively about and begin doing something positive and to recognise and celebrate those who are already doing something, big or small. The 13-part TV series will be broadcast on SABC 1 at 12.30pm every Sunday, starting this Sunday, 23 October 2011.



Brand South Africa travelled South Africa to ask ordinary citizens how they are playing their part in their various communities and in their numerous ways. The road trip uncovered heart-breaking and inspirational stories that must be shared with the nation.

The first episode profiles a new generation of pioneers who despite adversity are charting new paths and flying the South African flag high. Those featured in the first episode include:

- David Tlale who, from one sewing machine, has built a clothing brand that has graced the fashion capitals of the world;
- Nelisiwe Xaba, who through choreography and dance, has explored contemporary issues and provoked dialogue;
- 20-year-old racing driver Vicki Kemp who has been on the tracks since she was 10

Speaking about the launch of the show, Brand South Africa CEO, Miller Matola says, "There are a number of opportunities, big and small, where each and every one of us can make a positive difference in the communities in which we live and operate."

For more, go to www.playyourpart.co.za



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