

Joe Public and Tracker improve Forte High School in Soweto

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Rock4AIDS, Joe Public's CSI initiative, is making inroads in providing its adopted school, Forte High, with improved facilities and infrastructure. The organisation's most recent project is to provide the school with much-needed basketball and tennis courts.



Executive Creative Director Pepe Marais says, "This school, based in Dobsonville, is very close to our hearts and as an agency, we are slowly but surely upgrading the school's amenities to ensure a better and healthier school experience for both the learners and the teachers. On the 30th of April, we unveiled new basketball and tennis courts exclusively to Forte High."



"We all know that today's kids are just not getting enough exercise," says Pepe. "With this in mind, we approached our long-standing client, Tracker, to assist us in providing the school with the basketball and tennis courts, complete with all equipment. Tracker agreed immediately."



As part of the launch, a basketball and tennis demo will be on display for the learners to increase their interest in the sports. Thato from Metro fm, who is an icon for many of Forte's learners, will be the MC for the event. Says Pepe "There is still much to do but we know that every little bit helps."

Tracker has, for several years now, been building basketball courts in disadvantaged areas throughout South Africa in an effort to create venues for the youth to come and exercise in a fun and safe way while fostering community relations.

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Joe Public is an independently owned, Johannesburg-based advertising agency with a deep-rooted love for South Africa. We are an agency for people, by people and it is this philosophy that inspires us to win the hearts and minds of the South African public in everything we do. Check us out at www.joepublic.co.za.



About Tracker

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