

African Bank Limited press release

22 September 2016

Fab Girls get together in Sharpeville

One in five girls in South Africa misses approximately five days of school every month due to the lack of access to sanitary products. This amounts to 60 missed school days a year.

On 23 September young women at Seliba Primary School in Sharpeville got together at the Fab Girls Club event where they were addressed by several speakers offering mentoring and career guidance and information on personal hygiene. Sponsored by African Bank, the learners also received sanitation pads.

The event forms part of African's Bank's Community Champion Awards and this particular initiative was proposed and championed by African Bank staff member Fikile Masoeu, a Sales Consultant from the Vanderbijlpark branch.

Building an ethos of caring within the bank has been a key focus during 2016 and it is one of the key drivers for launching the inaugural African Bank Community Champion Awards earlier this year.

Brian Riley, CEO of African Bank, says, "Community involvement speaks directly to the bank's value of empathy as well as our brand purpose, 'humanity through banking' and we were looking for an initiative that could really show our commitment to changing the communities around us. We already have a comprehensive CSI programme in place as well as the many ad hoc projects which are encouraged at branch and departmental level, but we wanted to include another leg to our community commitment. This is how the 'Community Champion Awards' came about - we challenged African Bankers across the county to identify projects that required financial rescue but did not necessarily fall inside the bank's strategic and geographical mandate."

Riley explains that due to the unprecedented positive response to the call for entries, African Bank decided to allocate the full budget of R600 000 to 19 projects that were identified to have the most meaningful impact.

Commenting on the Fab Girls project, African Bank's Community Champion, Masoeu says, "We believe every girl in South Africa deserves access to safe and hygienic sanitary products. If we can help make a small difference and make a positive impact on these young lives, we can eliminate many of the taboos that still exist and help reduce the high number of school absenteeism and drop-outs which still exist in many schools around the country."

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