

Zain presents donation to Nelson Mandela Foundation

The Zain Group, mobile telecommunications operator in the Middle East and Africa, have donated \$85,863 to the Nelson Mandela Foundation from funds raised in a SMS competition held last year. The competition formed part of a global SMS birthday wishes campaign prior to the 46664 Concert honouring Nelson Mandela at 90 held in June at Hyde Park in London.

The concert was organised by 46664, Mandela's HIV AIDS awareness and prevention campaign. The global icon was present at the concert in Hyde Park whereby many of the world's most powerful and recognisable figures were present to pay tribute to one of the world's most loved leaders.

Zain involves itself in promoting arts and culture in Africa, sponsoring the concert and other associated events. The company offered a text message opportunity, wishing Nelson Mandela a happy birthday. Messages were selected and winners were given the opportunity to see the event live in London. The proceeds raised \$85,863 and was handed over to the foundation by Zain Africa Group CEO, Chris Gabriel.

Speaking about the check handover, Gabriel said, "We are very proud to donate this money to the Nelson Mandela Foundation of whom we think very highly of and are honoured to be partners with. We acknowledge the hard work they do throughout Africa and feel that their goals are very much in line with what Zain stands for. This money was raised solely by our faithful subscribers and proof that Mr. Mandela holds a special place in the hearts of many across Africa."

Zain also funded some of Africa's artists including Bebe Cool and Kenya's Suzanna Owiyo to perform at the international concert.

When announcing the sponsorship earlier in the year Zain Group CEO Dr Saad Al Barrak said, "We are proud to be part of this event honouring Mr. Mandela, a global icon whose sacrifices for the African people are well known to all. It is in line with Zain's global ambitions and corporate social responsibility philosophy that we participate in the raising of funds for the Mandela Foundation."

The funds raised will benefit the charitable organisations established by Mr. Mandela: 46664, the Nelson Mandela Foundation, the Nelson Mandela Children's Fund and the Mandela Rhodes Foundation, which through their work have sought to bring about change and make a difference to lives in Africa and elsewhere over the past 14 years. 46664, in partnership with the Nelson Mandela Foundation will use its portion of the revenues to fund community based HIV AIDS projects in various African countries through its partner, the African Woman's Development Fund. Upon accepting the donation, CEO of the Nelson Mandela Foundation commented that "in Zain we have found an African partner who shares our commitment to alleviating the challenges we face on the continent, notably HIV AIDS".