

Unicef asks Protektorvest to remove advertisement

The United Nations Children's Fund (Unicef) will ask the company marketing stab-proof vests to visitors to the 2010 FIFA World Cup in South Africa to remove Unicef advertising from its website.

Unicef spokeswoman Gina Dafalia said the organisation was “quite shocked” when it saw on Protektorvest website a Unicef advertisement with a link to a Unicef page asking for donations.

“We work through an agency who has strict instructions not to advertise on any violence-related websites,” said Dafalia.

“We would ask them to remove our advertisement within the next week.”

The British-based company, Protektorvest, hit the news a couple of weeks ago for marketing stab-proof vests to soccer fans who plan to visit South Africa during the World Cup.

The company said it would provide armoured vests, able to “protect the (wearers') vital inner body parts from stabs, cuts, slashes and blows from sharp, edged or spiked weapons” to fans for US\$69.95 (about R531).

On its website, the company said it would donate US\$1 (about R7.74) per order to charities fighting against knife crime.

Dafalia said Unicef had had no idea that its advertisement was on the website, and that Unicef had no association with Protektorvest.

“We were quite surprised when we saw the advertisement,” she said.

Sapa received no reply to questions relating to Protektorvest, its product and the purchase of a vest on enquiry two weeks ago.

The only response was a statement from a Sascha Cutura that due to a high demand of media requests, the company was able to answer only a small number of interviews.

There were no contact numbers, physical addresses or contact names on the Protektorvest website.

Source: Sapa