

Samsung Electronics supports www.writetoangola.com Expedition

Samsung Electronics Africa is supporting education in Africa by sponsoring two mobile phones for the www.writetoangola.com Expedition.



The Expedition is being undertaken by adventurer Justin Brogan. Says Lucy Jones, corporate marketing lead for Samsung Electronics Africa: "Justin's previous expeditions* in 2009 and 2011 typify the spirit in which Samsung Electronics approaches its corporate social responsibility to bring superior education to all in Africa. We were therefore keen to assist by supplying him with a Samsung GALAXY S4 and a Samsung GALAXY Grand to provide improved communications during his expedition."

Driving his 2005 Land Rover Defender 130, TD5, Brogan departed from Cape Agulhas, South Africa yesterday, 1 September 2013 and will follow a route throughout the west and north of South Africa, Namibia and on toward Luanda in Angola. Thereafter, he will visit Botswana, en route to Cape Town via the Northern Cape.

According to Brogan, the emphasis will be not only on adventure but, more importantly, on the humanitarian educational aid aspect. This aid is provided in the form of writing equipment, school bags, peak caps, lap desks and basic stationery for Primary schools, orphanages and Missions along the routes to rural communities.

Education often haphazard and even absent

Since most of these places are located in remote and rugged areas, access is generally only available with a four-wheel-drive vehicle. "In essence this means that education in these areas is often haphazard and even absent. Through our work with setting up Solar Powered Internet Schools (SPIS) in various African countries, we have experienced firsthand the dire need to bridge the educational gap for the children," Jones points out.

Brogan will promote the expedition through the Ministers of Education in each country he is visiting.

"Communication with the education departments is critical as it will allow him to create an awareness of what he is hoping to achieve with this initiative. By providing him with smartphones, we are able to increase his ability to openly communicate with the decision makers in Government and to effectively conduct press conferences and media interviews en route, as well as to take high-quality photographs," adds Jones.

"The sponsorship of the two mobile smartphones will not only facilitate improved communication with Government officials and the media, but will also provide Justin with the assurance that he will have constant

communication should he require medical or vehicle assistance. It is heartening to Samsung Electronics to see other Africans take up the banner for improved and accessible African education, underlining our own mission to provide all Africans with a smarter future," Jones concludes.

**Previous expeditions can be viewed at www.writethruafrica.com, www.writeroundsa.com and on [Facebook](#).*

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