

Woolies celebrates #Mandela100 with 3 cause-related products

Marking the centenary year of Nelson Mandela's birth, Woolworths has launched three cause-related products - a commemorative shopping bag, the Nelson Mandela Foundation's official Mandela centenary T-shirt, and the Relate Trust's Mandela Centenary Relate bracelet.



Reusable shopping bag

With the sale of each locally-made, reusable shopping bag, emblazoned with quotes of Nelson Mandela, Woolworths will donate R10 to the Nelson Mandela Foundation for the benefit of the Caring4Girls programme. "100,000 Mandela Day bags have been produced locally using recycled plastic with the aim of raising R1m to scale up the important work of Caring4Girls," explains Zinzi Mgolodela, Woolworths head of corporate affairs.

The Caring4Girls programme focuses on distributing feminine hygiene resources amongst adolescent girls to ensure that they continue to go to school during their monthly cycles. They also provide health education on puberty and adolescence to debunk menstrual-related myths and break down societal taboos. The project is a catalyst for positive body awareness, autonomy of choice and gender equality.

Centenary T-shirt

The Mandela100 T-shirts are made in South Africa with cotton grown in Africa. The T-shirt features the face of the beloved icon, and is made up of 240 words associated with his vision, wisdom and legacy. They are available at selected Woolworths stores and online for R150, and all profits will be donated to the Nelson Mandela Foundation.



Relate bracelets

The Relate Trust's Mandela Centenary Relate bracelets are handmade by participants in a poverty reduction programme of the Relate Trust, and proceeds are used to support the Nelson Mandela Literacy Project, enabling them to install libraries in under-resourced schools. The bracelet features five vibrantly coloured beads on either side of a pewter plaque engraved with 'Mandela 18.07.18'.

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