

Bryan Habana celebrates Global Handwashing Day by launching *Guinness World Records* attempt

Yesterday, in celebration of Global Handwashing Day today, 15 October, renowned South African rugby player, Bryan Habana and Moeneeb Josephs, Bafana Bafana and Pirates goalkeeper, joined Protex to unveil the world's largest soap sculpture at Maponya Mall in Soweto, Gauteng. This sculpture has been assessed by *Guinness World Records* and has been approved as having met their stringent guidelines.



To surpass the previous record, Protex partnered with sculptor Neil Gilbert, to create this massive sculpture that measures approximately 2.19m in length, 2.07m in width and 2.68m in height.

The sculpture, made entirely from Protex soap, features a giant globe being held by two hands to symbolise the mission of Global Handwashing Day. Once the display at Maponya is finished, the sculpture will be divided into blocks and distributed for use to nearby Soweto schools, orphanages and hospitals.

Global Handwashing Day marks the start of a week of activities that will mobilise millions of people in more than 80 countries across all five continents to wash their hands properly with soap. Protex, one of South Africa's leading soap brands, supports Global Handwashing Day through its ongoing handwashing campaign and its latest *Guinness World Records* attempt, spearheaded by Habana. Protex organisers also hold the *Guinness World Records* for the largest number of people washing their hands in a single venue which was achieved in 2009 with the cooperation of Edenglen and Eastleigh Primary Schools in Gauteng.

Happy hands Habana

"To kick off the third annual Global Handwashing Day, we unveiled our soap sculpture which powerfully signifies this important cause and I hope it will help rally awareness and participation," said Habana, official brand ambassador for the Protex "Gimme 5 for Germ-Free Hands" campaign. "I'm proud to be involved in this project and I look forward to educating more people about healthy handwashing and how it can save lives."

Good handwashing habits, ideally formed at a young age, can save millions of lives and reduce the spread of serious diseases. Poor hygiene and lack of access to sanitation together contribute to about 88% of deaths from diarrhoeal diseases, accounting for 1.5 million diarrhoea-related under-five deaths each year. Properly washing our hands with anti-bacterial soap, like Protex, is one of best ways to prevent infection and illness.

Five steps to germ-free hands:

- Wet hands and create a lather with Protex soap to break down any grease and dirt that carry most germs
- Rub and scrub hands front and back
- Wash wrists, under nails and between fingers for at least 20 seconds
- Rinse well with clean water
- -Dry with a clean cloth

When to wash your hands

- Before preparing or eating food
- After blowing your nose, coughing, sneezing or relieving yourself
- After physical activity inside or outside -Before and after coming into contact with someone who is ill or wounded -After coming into contact with urine, pets, garbage, etc.

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