

Gordon's Gin, the legend behind local entrepreneurs launches a mentorship platform to play its part in rebuilding the SA small business community

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South Africa's entrepreneurs and small business owners are reeling from the economic impact of the global Covid-19 pandemic, which has hit this sector of business the hardest. They are the lifeblood of the local economy but also the most vulnerable. Hard-hitting stats have revealed that a staggering 42% of the country's small businesses closed during the SA lockdown - something the economy can ill afford.



Small businesses have a vital role to play in jump-starting the country's economic growth and curbing the devastating economic effects of Covid-19, and, in the face of this unprecedented economic crisis, survival largely depends on how fast a business can adapt – and on being able to keep afloat financially, while doing so. Entrepreneurs and small business owners generally navigate the waters solo, and they know the value of having a powerful business mentor to guide them through uncharted territory – whether it's providing crucial strategic input at a critical point, helping to connect them with their powerful networks or simply providing a sounding board for their ideas. Most agree that the guidance of an experienced business mentor can make the difference between sinking and swimming in times of crisis.

Our entrepreneurs and small businesses need help right now, and it's up to the financial and private sectors, big business and government to answer the call and provide monetary support and mentorship, to keep this vital sector of the economy alive.

Gordon's Gin has stepped up to provide just that with the '#BeALegend with Gordon's Gin' Challenge – a partnership with four legendary South Africans, each of them a highly successful entrepreneur in their own right, who will provide guidance and mentorship to those who enter and win. Winners will also receive a monetary contribution towards their business.

DJ Dimplez is the creator of national hip-hop experience - Pop Bottles, and is one of Mzansi's top Hip Hop DJs; legendary South African DJ, television presenter and businesswoman Lamiez Holworthy has been flying the flag for women in one of the toughest industries for over a decade; while founder of GalXBoy Clothing Thatiso Dube is a smart savvy businessman who has overcome the odds to succeed in the fashion world. The fourth legendary mentor is none other than internationally renowned footballer-turned-fashion-magnate Morgan Gould.

Gordon's Gin brand manager, Kayla Hendricks explains the impetus behind the campaign. "Despite the radical nature of the year that's passed, we've felt the loyal support of people from diverse walks of life through it all, many of whom are young entrepreneurs and small business owners. It's no secret that many of these aspiring and established business owners have had to delay their ambitions and find ways to keep their ships sailing in the face of enormous adversity over the past nine months."

"We understand the difference a supportive nudge can make to someone who may feel like they're fighting the good fight alone. This is our fight, together, and this is the impetus behind the #BeALegend campaign, now extending into mentorship opportunities by hand-selected SA living Legends," she adds.

The '#BeALegend with Gordon's Gin' campaign was launched in June this year to support the entertainment industry at a time when the lockdown had forced it to a grinding halt. Building on the launch campaign, the team has taken this campaign a step further to create the '#BeALegend with Gordon's Gin' challenge to support the country's courageous entrepreneurs - across industries - who haven't given up on building their legacies. Those who not only contribute to the South African economy, but also create work for others

To enter the Gordon's #BeALegend Challenge, entrepreneurs and aspiring small business owners need to follow @GordonsGinSA on Instagram or Twitter and share how they are building their legacy. To find out more or to follow the campaign, tune in to Metro FM until 20 December or follow the hashtag #BeALegend.

The Gordon's Gin team encourages all South Africans to buy only what they need and to consume alcohol responsibly this season, wherever they may be.
Alcohol not for sale to persons under the age of 18 years.
Kayla Hendricks, Brand Manager, Gordon's Gin

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