

Go big or go home for Casual Day this Friday

The Think Beyond team, Patrick Mashegwana and Khumo Moyane, whose aim is to inspire and provide leadership to young people, have joined Casual Day as ambassadors.



"As Casual Day draws near we are focusing a lot of our time raising awareness around this project, which raises funds for persons with disabilities," says Mashegwana, a youth activist, rapper and DJ. "We have thrown our weight behind the project because of its empowerment objectives. It is incredible when South Africans can act in unison to create a positive effect. This they do by donating R10 for a sticker and making Casual Day a memorable event."

According to Mashegwana, Think Beyond is "a philanthropic fraternity that uses inspirational rhetoric and pop culture to encourage and inspire the youth to become ambassadors of social transformation, become self-reliant and help enhance the South African education system."

Raising awareness

Mashegwana and Moyane, who travel the country giving motivational talks at schools and community gatherings, join Casual Day's other ambassadors, Shado Twala, Philicity Reeken, Nicole Laxton and reigning Miss SA, Marilyn Ramos, in supporting Casual Day. By supporting the Casual Day campaign, they are helping to raise awareness of the needs of all persons with disabilities.

This week they paid a visit to Khumo's Alma Mater, Pretoria School, a school for learners with cerebral palsy, physical and learning disabilities. Moyane, who is a wheelchair user says, "It is appropriate for Think Beyond to include the Casual Day family in our philanthropic fraternity. I was very fortunate because my family valued education and I was able to build on my strengths at school. My school and my teachers helped me to think beyond my limitations. Many children with disabilities are outside the school system and part of what Casual Day does is raise funds to ensure the sustainability of

schools and early learning centres for children with disabilities. Education is so important for building self-esteem and giving an individual the tools for self-reliance. All of this is part of the Casual Day mandate and we would like to add our voices to spreading the message. Go big and wear your sticker!"

So, put together a big outfit. Because the theme for 2013 is Go Big! Whether you wear big hair, big glasses, a big tie, big shoes, or just go big on the number of stickers you wear, anything goes, as long as it's big.

Project leader Celeste Vinassa says, "Think Beyond are self-starters. They are creative, intelligent, flamboyant and entertaining. We welcome their willingness to give of their time to others. With their help we can reach so many more people. They are definitely helping us put the fun into fundraising."

Mashegwana and Moyane's ten reasons to go big on Casual Day:

1. Casual Day gives communities the chance to come together to raise funds for organisations in your area that render services to persons with disabilities.
2. It gives you the opportunity to be creative and organise a fun event at your office that will boost morale and contribute to teambuilding.
3. You can step out in the theme of the year, which is Go Big. So let your imagination run wild see how big you can go. Or you can just wear a LOT of stickers, like ten or even twenty!
4. Casual Day supports the right of persons with disabilities to education, housing, training, accessibility, employment... in other words, full inclusion into society.
5. It is fun, entertaining and valuable to society!
6. It's so easy and convenient to participate - all promotional material is supplied free-of-charge.
7. Casual Day allows you to make a big difference in the world by getting you community and office colleagues to do a small thing - wear the official Casual Day sticker.
8. You can rest assured that funds raised from sticker donations provide material relief to persons with disabilities.
9. Casual Day demonstrates community spirit in action.
10. R10 is a small donation to make, especially when you know it will really make a difference.

To get stickers from Pretoria School, call +27 (0)12 323 4454.

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