

New Klipdrift doccie series launches 'Friends with Purpose'

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When it comes to friendship, Klipdrift has struck gold. They've searched the land to bring us stories of friendships that lift the heart and uplift communities. Klipdrift Friends with Purpose will highlight real South African friendships that go beyond the ordinary - they'll show friends whose bonds have deepened as they've found a common purpose.



"Genuine friendships are meant to help us change and grow. We know there are wonderful people doing incredible things out there, and we wanted to share these stories with the rest of South Africa," says Klipdrift marketing manager Fred Leclizio. "Through this initiative, Klipdrift is committed to showing appreciation for the influence our friends have on our lives and just how powerful friendships can be."

The series consists of short documentaries that get inside these unique friendships, showing the difficulties they've faced, but also their triumphs. The first of these films features the Khayelitsha Canoe Club, which was begun by two friends who happen to be brothers. They have built a tourism business that benefits the community, all while helping to clean up vital wetlands.

It will be followed by a story about the Kwaru Women's Rugby Team. Two ex-rugby players who have remained tight friends by using sport to have a positive impact on women whilst building a career for themselves.

"It's important that South Africa sees these positive stories of friendship," says Leclezio, "but we also want to support their purpose." Besides donating to their causes, Klipdrift is making it easy for South Africans to help contribute. Each of the stories will be featured on the online philanthropy platform, [Brownie Points](#). Here, people can find out about the campaigns, see what these incredible friends need in order to continue their causes, and contribute – whether with donations, time, skills or goods.

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