

MEDIA RELEASE

08 July 2010

For immediate release

Sešego Cares teams up with its partners to launch the Aid Centre

The harmony of a normal family life started by Martin & Audrey Peter was disrupted in a way that would change their lives as well as those of their two children forever.

In August 1989, their only son, Robert at age 3, was suddenly struck by uncontrollable seizures. He emerged from this ordeal with severe brain damage, which was aggravated by a sudden loss of ability to walk and talk.

A year later, the second child, Claire at age 2, was struck by this same condition. Their conditions remained undiagnosed. Thus began their quest to seek out a cure. Their initial journey took them to numerous hospitals in South Africa. It was during this quest that they have identified, on a first-hand basis, the lack of facilities and the ever-growing needs amongst the disabled.

Today's official launch of the Aid Centre by Sešego Cares and its partners, marks another milestone in our endeavour to alleviate the plight of the Disabled people. We are further reminded of the role we are to play through practical action in order to sensitise our people about the international norms and standards which guide processes aimed at improving the quality of life of people with disabilities.

"The dignity of the Disabled should be respected by all, especially their able-bodied counterparts. There are far too many disabled people within the poorer, unemployed sectors of our communities. Most of them do not even have access to physical aid," says Joanne Von Zeuner, Sešego Cares Chairperson.

Changing the attitudes of people to accommodate the needs of the physically challenged remains a serious concern. Our society has been distorted by stigmatizing "The state of being challenged" in so many respects. It is common knowledge that not all disabled people were born with physical deficiencies; a significant number of them were disabled as a result of unforeseen tragedies.

"We acknowledge that there are many challenges facing children and persons with disability that require an appropriate political vehicle for them to be addressed. The United Nations Convention, states parties to the convention must take appropriate measures to ensure persons with disabilities have access, on an equal basis with others, to the physical environment, transportation, information and communications and to other facilities and services open or provided to the public. Our department has always appealed to the private sector in particular; to make available one percent of their net profit after tax, for projects that support socioeconomic development of the vulnerable groups in our society. This contribution should support government's social programmes and make a lasting difference in improving the lives of marginalised women, vulnerable

Sešego Cares

.....
Lend a hand. Change a life.

children and person with disabilities,” says Minister Mayende-Sibiya, the Minister of Women, Children and People with Disabilities.

“When we work together, the results are so much better than when we work alone – and nowhere is it more visible than in this instance. Under the Absa Pledge we have committed to providing support to our communities across South Africa. Our goal is to take what communities and South Africans at large have initiated and supplement their efforts with Absa’s resources, know-how, and networks in strong and solid partnership,” says Absa Chief Corporate Affairs and Sustainability Officer, Venete Klein.

“Disability concerns the whole society, in terms of legislation, education and services which should be promoted if the disabled people are fully integrated, the environment should be adaptable to their needs whenever necessary,” concludes Von Zeuner.

Sešego Cares believes that disability should not be a hindrance but a stepping stone to encourage people to reach majestic heights of self fulfillment. As a result, their partnership with its key strategic partners; Absa, AFGO Workshop, Johnson Controls and The Rotary Club of Northcliff will certainly go a long way towards raising awareness, aiding the disabled and changing the attitudes of our society about the disabled.

END.

Sešego Cares is a non-profit tribe of volunteers in aid of disadvantaged communities in Southern Africa.

For more information Contact:

Annemarie Mostert, National coordinator and director

Tel: 011 350 5647,

Cell: 082 457 4558

E-mail: sesegocares@absa.co.za

Website: www.sesegocares.com

Facebook page: <http://www.facebook.com/pages/Sesego-Cares/23042984882>