

For immediate Release

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‘Small Beginnings for Little People in Hout Bay’

It has been a busy year for three founding members of Bright Start, a small non-profit organisation based in Hout Bay. ‘The idea came to me’, said sally Whitford, ‘when friends visiting from overseas noticed the success of a little boy we have sponsored these past 5 years.’

Encouraged by the words of our Great Madiba **“Education is the most powerful weapon in which you can use to change the world.” Nelson Mandela**, Bright Start was founded earlier this year.

January 2009 will see 12 children from Imazamo Yethu and the Hangeberg Harbour communities ranging in age from two to seven years, joining the Bright Start Programme.

‘Bright Start is an Education Support Programme, that places children from the communities into fee paying schools normally only affordable to more affluent families.

‘It is a partnership between ourselves, the schools and parents’, said Sally. ‘We believe that merely to pay for school fees is not enough, therefore Bright Start provides a mentorship programme that liaises between the schools and parents to provide ongoing support.’

‘We see the commitment of the parents as the key criteria for selection onto our programme’

‘Our website went live this week’, said Sally. ‘It features socially responsible Christmas gifting where a shopping basket is available for items such as swimming lessons, sports and school uniforms, including children still urgently requiring sponsors for school starting in 2009’. Each donation will receive a handwritten thank you card from the child who benefits from the contribution.

Members volunteer their time and cost ensuring that 100% of the donation reaches the child.

To find our more about this project, or how to give a child a brighter future, visit www.brightstart.org.za

For more information contact@brightstart.org.za, or Sally Whitford on 083 556 1305, Libby Moore / Sharon Scudamore 083 556 1305