



COMMUNICATION

Media release: 6 October 2008

For immediate release: 06 October 2008

Cycling for awareness

With thousands of postmen and women on bicycles in every community of South Africa today, the South African Post Office saw it fitting to select a team of cycling employees to participate in creating and boosting awareness for World Post Month. The month of October is traditionally used to highlight to the public the importance of the postal network in terms of communication both in South Africa and globally on World Post Day – the 9th of October.

Twelve cycling employees will therefore, be dispatched from the stadium in Polokwane where the World Post Day celebrations will be held on a 2000km journey through 10 towns to parliament in Cape Town. Krugersdorp in Mogale City will be one of the lucky towns that the cyclists will ride through this coming Friday, the 10th of October 2008. On arrival at the Krugersdorp Mail Centre, this is the hub that service Krugersdorp area and the surroundings.

On arrival at the Mail Centre, the cyclists will address the public on the role of the postal service in enabling economic opportunity. The time of arrival has been scheduled for 13:00 where the cycling personnel would be met by thrilled Post Office staff, school children and the public. The executive mayor of Mogale City, the honourable councillor CK Seerane has been invited to do a welcoming address at this auspicious occasion.

The cyclists will depart to Vanderbijlpark where they'll be sleeping and will then continue their journey to Cape Town. On arrival in Cape Town on the 20th of October, the cyclists will deliver a very important letter to the President – a letter of dedication and service of the South African Post Office to the people of South Africa. The progress of the cycling team through the country will be documented at each stage, and highlights the importance of staying connected through post delivery in the age of electronic communication.

The letter-writing competition will also be promoted on the day to encourage the youth to enter and win prizes. This is one of the longest-running activities on a global scale for young people up to the age of 15 which is now in its 38th year. This competition is part of the UN drive for literacy, and strives to embrace writing and intellectual thinking outside the classroom. In South Africa the competition winner for 2008 will read the winning letter on World Post Day, and the theme and competition for 2009 will be revealed. With prize money of over R100,000 for provincial, national and school winners – this promises to be a highlight this month and a great motivation for learners to stay connected through the written word.

Ends.

Malusi Fuphe
SA Post Office
(011) 495 0698
082 577 8007