

PRESS RELEASE DATE: August 2022

## **Empowering girls in vulnerable communities by providing them with reusable sanitary wear**

During August 2020, RADA launched their RADA MiPad project with the first distribution of reusable sanitary wear to the schoolgirls living in the small rural Free State town of Philippolis. Since the inception, numerous celebrities, artists and sponsors have been involved with the project. Many of whom have attend the handouts and have expressed how humbling the experience has been. *“It is fantastic to see the impact RADA is having in vulnerable communities around South Africa,”* says Christo Valentyn, General Manager: Marketing at Kia South Africa.

During Woman’s Month as South Africans focus on Women and the important role they play in society, RADA draws attention to empowerment with the RADA MiPad Project, putting out an appeal for sponsorship to individuals and corporates. *“Due to the sponsorship we have received RADA has been able to handout 6 933 MiPads. The intent is to increase our overall distribution going forward with the aim of empowering young girls and encouraging them to complete their schooling,”* says Helena Tilston, General Manager of RADA.

The RADA MiPad pack costs R115.00 and is designed to see a young girl through her five years of high school. The impact is vast and will enable her to focus on her education instead of worrying about access to sanitary wear which is costly for many families with limited resources.

To support the RADA MiPad project, please visit [www.rada.co.za/mipad/](http://www.rada.co.za/mipad/) for more information, including a link to the RADA 2022 Raffle which will be running from 20 July – 31 August 2022. Sponsored by Tiger Canyon Private Game Reserve and Kia South Africa the Raffle is specifically intended to raise funds for the project, with targeted distributions to various schools situated in vulnerable communities throughout South Africa.

The RADA MiPad project is aimed at creating a positive and lasting impact on the lives of young girls, enabling them to complete their education while promoting their self-esteem and sense of equality.

*RADA MiPad – MiChoice ...MiFuture ...MiLife*

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### **How can you help?**

Become a RADA angel

Sponsor the RADA MiPad Project – a girl, a grade or a school

For more information, visit [www.rada.co.za](http://www.rada.co.za), [www.rada.co.za/product/rada-mipad-sponsor/](http://www.rada.co.za/product/rada-mipad-sponsor/)

or email [tracey@rada.co.za](mailto:tracey@rada.co.za) Call or WhatsApp: +27 (0)83 564 6644

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