

AfriSam initiative heats up winter for the underprivileged

AfriSam's employees will this winter bring warmth to over 400 disadvantaged individuals through their 'blanket drive' initiative.

The project, launched by the leading black-controlled construction materials group in April 2010, is part of the company's ongoing employee involvement programme, through which employees are active participants in the quest to give back to the community.

The programme, called *Mbeu*, aims to further AfriSam's vision of building strong foundations in the communities within which it operates.

The blanket drive was launched in light of the upcoming winter season, with the aim of collecting as many blankets as possible for underprivileged communities. A total of 405 blankets were raised in just one month.

The company is now in the process of handing the blankets over to beneficiaries from the Dirang ka Kagiso home in Bophelong, Lebohang home for the mentally disabled in Sebokeng, Floroma old age home in Roodepoort and Refilwe community project in Lanseria.

Note to editors:

AfriSam has an intensive CSR programme with a focus on education and conservation. The company is involved in various educational projects nationwide, with the objective of empowering and equipping communities with the knowledge and skills, as well as providing them with the tools and facilities to become self-reliant and sustainable.

The company's overall **Community Involvement mission** is to understand the needs of society and communities in areas where it does business to make meaningful and sustainable contributions to their upliftment.

ABOUT AFRISAM (PTY) LTD

Founded as Anglovaal Portland Cement Company Limited in 1934, AfriSam is today the leading black-controlled building construction materials group in southern Africa. With operations in South Africa, Botswana, Lesotho, Namibia and Swaziland, the company has total assets in excess of R3.7 billion, nearly 2 000 employees and an annual production capacity of over four million tons of cement.

It has six cement production facilities, eight cement depots, 16 quarries and aggregate operations, 40 readymix concrete plants and a Ground Granulated Blast Furnace Slag (GGBFS) milling plant. The company also has a 62.5 percent interest in Tanzania-based and listed, Tanga Cement Company.

About the beneficiaries

Dirang ka Kagiso is a basic HIV/AIDS care centre located in Bophelong, Vanderbijlpark. The non profit organisation focuses on providing care for chronic patients, including HIV/AIDS patients, old age and disabled patients as well as orphans, child-headed homes and other vulnerable children.

Lebohang Centre for the mentally retarded is home to children who are physically and mentally retarded from ages three to eighteen, as well as orphans and abandoned children. The centre is based in Sebokeng, Vanderbijlpark.

Floroma old age home offers affordable accommodation to nearly seventy frail older persons who need 24 hour nursing care, as well as seventy healthy independent persons living in cottages on the home's premises.

Refilwe Community Project is a multi-focused registered Non Profit and Public Benefit Organization serving the communities of Lanseria, north of Johannesburg in the areas of child care, community care and enterprise development.

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