



20 AUGUST 2010

MIDVAAL CORPORATE SERVICES JOINS THE LEAD SA CAMPAIGN

Midvaal, Gauteng – 20 AUGUST 2010 = LEAD SA

Issued to: All Local Media

The Corporate Services Department of the Midvaal Local Municipality started their own LEAD SA campaign to make their own environment, Midvaal and South Africa a better place.

Lead SA is an inter media initiative for all South African residents to stand up for what is right and make a difference.

Corporate Services identified the following slogan's which they use as weekly theme's:

- Anti-litter (in this week the staff utilise their lunch times to pick up litter in and around the civic and town centre)
- Smile, greet and actually listen (showing friendliness and the fact that they care for their colleagues)
- Wellness (looking after their general health during this week, eating more healthily and doing line dancing during lunch times so as to be in a better physical and mental condition)
- Obey the traffic rules (keep to the speed limit, stop at stop signs, give way, be courteous and obey the rules of the road)
- Work week (every official focuses on productivity and works 5 minutes earlier in the morning and 5 minutes later in the afternoons without being paid overtime in an endeavour to maximise output)
- Clean out one's cupboard (this will be to bring all the clothes one is not wearing and donating it to charity)
- Assist in one's community (any worthwhile cause. Reach out)

In keeping with their first anti-litter theme, Corporate Services staff, from the Head of Department, admin personnel, general workers and cleaners, all took to the Civic Centre grounds during the lunch breaks this week and collected many refuse bags full of all kinds of rubbish littered by passersby.

Corporate Services challenges all other Midvaal residents to join in or start their own initiatives to make Midvaal an even better place.

Now is the time for you to stand up. If you care about yourself, your family, your neighbours, your friends, your colleagues - about South Africa, you must stand up. Stand up for what is right. Lead. Others will follow.

Issued by:

Midvaal Public Relations & Marketing Unit

Midvaal Local Municipality

t: 016 360 7627

f: 016 360 7519