



MEDIA RELEASE

For Immediate Release

Beacon View Primary wins 2011 Growsmart literacy challenge

(8 September 2011, Cape Town) Beacon View Primary School is the proud 2011 winner of the Growsmart literacy competition held at the Townhouse Hotel & Conference Centre on 8 September, in honour of International Literacy Day.

Beacon View Primary School has won improvements to their school premises to the value of R160 000 and the three children in the winning team will each receive R20 000 towards their future education. There was great excitement when the prize was handed over to the Principal of Beacon View Primary by Jewel Harris, the Assistant Regional Manager of Growthpoint Properties, and there are already grand plans in place for the improvements to be made at the school.

"This is truly amazing! These three students have worked very, very hard to win this prize and we are so proud of them. We plan to buy books to add to our library, build a computer centre for the kids, build a school hall, add interactive whiteboards into the classrooms, and construct a pre-school playpark with a jungle gym. Thank you Growthpoint Properties for making life better for our learners." Said Magda Esterhuizen, Principal of Beacon View Primary School in Mitchells Plain.

The Growsmart literacy competition is a corporate social investment initiative launched in 2010 by Growthpoint Properties, endorsed by the Western Cape Education department. The competition kicked off earlier this year with 120 primary schools competing in the opening rounds. The project is aimed at raising awareness about the improvement of literacy in schools and communities throughout the Western Cape.

"We have realised that this competition is about so much more than literacy. It's a terrific confidence booster for the participants and the good that comes from Growsmart has certainly exceeded our wildest expectations." Explains Jewel Harris, Assistant Regional Manager at Growthpoint Properties.

The six schools to survive the elimination rounds and qualify for participation in the final were Zerilda Park Primary (Lavender Hill), Beacon View Primary (Mitchell's Plain), Silverlea Primary (Athlone), Windermere Primary (Kensington), Dennemere Primary (Blackheath) and Delft Primary (Delft). Each school was represented by a team of three learners from Grades 4, 5 and 6.

Quizmaster and host, Soli Philander, managed to keep the children focused and relaxed while they competed for points by spelling, defining and constructing sentences, all before an excited audience of teachers, mentors, parents, supporters and friends. The event was attended by Cape Town City Deputy Mayor, Alderman Ian Nielson as well as Ms Vinjevold, Head of Department for the Western Cape Education Department.

Four Growthpoint shopping centres – The Constantia Village, Middestad Mall, Golden Acre and Longbeach Mall – and their tenants were actively involved throughout the competition, donating time and resources to make the competition a success. The centres all held book drives, encouraging shoppers to donate books to needy schools. Thousands of books were collected and will be donated.

For more information please visit www.growsmart.org.za

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PREPARED BY

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FOR CLIENT

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