

Mabaso and Vilane support Caring4Girls through climbing Kilimanjaro

Richard Mabaso, founder of the Imbumba Foundation, is aiming to summit Africa's highest peak for charity on Mandela Day, Thursday, 18 July 2013. The philanthropist's mission is to raise support for a sanitary towels and menstrual hygiene programme launched by the Imbumba Foundation's Caring4Girls initiative.



With the guidance of Sibusiso Vilane, the first black South African to climb the seven highest peaks, on all seven continents, 31-year-old Mabaso is planning to summit Mount Kilimanjaro on Mandela Day. The intrepid pair who reached the top last year, began their 5895m climb on Sunday, 14 July 2013.

Breaking the silence to make a difference

In line with the 67 minutes for Mandela campaign, Mabaso hopes to use money raised through the climb to buy 67,000 packets of sanitary products, which will be distributed to under-privileged girls at schools across the country.

Inspired by Madiba's struggle, Mabaso said he knew he had to create a campaign that would positively impact the plight of young girls. "Research reveals that many girls throughout Africa miss up to 50 days of school yearly due to menstrual challenges. This means that on average a young girl may miss up to 300 days (almost a whole year) over a period of 6 years. This has been a problem for decades and not many people talk about it. So I decided to break the silence and make a difference," said Mabaso.

Cheering Mabaso and Vilane on will be sponsors Lil-lets. "Lil-lets have committed to initially donating 40,000 packs of pads. Our intention is to continue supporting Richard and to build a long term partnership with the Imbumba Foundation, with specific focus on Caring4Girls," explained Darlene Smith, marketing director, Lil-lets.

Helping to bring respect and dignity to young women

"When Richard approached us and shared his Caring4Girls initiative, we were really excited to work with him as it is a wonderful opportunity to make a difference through our 'We are Women' campaign in the lives of thousands of young girls. Collaborating with someone as sincere as Richard to get women to share their experiences and remind them they are not alone, allows us to bring back the respect and dignity they deserve," said Smith.

"Our hope is to encourage young women to talk, share their experiences and learn from one another. Having a period is a very normal part of becoming a woman. It need not be a time of additional stress and anxiety. Working with Richard to bring sanitary protection to the young women of South Africa is a wonderful opportunity for LiI-lets.

"We will be supporting and watching Richard and Sibusiso closely as they climb Kilimanjaro to summit on July 18th. We wish them the best of luck with this incredible initiative which will help support needy girls across South Africa for a whole year," concluded Darlene.

For more information, go to www.wearewomen.co.za.

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