

# Room 13 project raises funds with captains of industry

To raise money to help sustain the project Room 13, which is a network of art studios in disadvantaged schools across South Africa, high profile business leaders, CEOs, company directors and celebrities performed live on stage late last week at the Barnyard Theatre in Rivonia.



Peter Matlare - CEO, Tiger Brands

The event, labelled Rockin' for Room 13, was a charity event aimed at raising funds for Room 13, which aims to develop the art, life and entrepreneurial skills of South Africa's disadvantaged youth. Art becomes not just a medium of self-expression but a lightning rod to develop their self-esteem and sense of purpose. Its unique approach of having each studio run by the schoolchildren themselves, as a business, is a sentiment that spoke to the performers.

Reg Lascaris, regional president of TBWA\Africa\Middle East said, "It was a great opportunity to raise funds for a worthwhile cause and have our 'captains of industry' showcase the very artistic skills they are trying to nurture in the Room 13 students."

## Performers

- Reg Lascaris - chairman, TBWA\ Africa
- Ben Kruger - joint CEO, Standard Bank
- Peter Matlare - CEO, Tiger Brands
- Clem Sunter - Scenario planner
- Gareth Cliff - 5fm presenter & Idols judge
- Rowan Smith - director, Shanduka
- Ian Fuhr - founder & CEO, Sorbet
- Dave Munro - CE, Standard Bank Corporate & Investment Banking
- Peter Schoeman - divisional director: sales & marketing, City Lodge Hotels
- Alistair Dooley - divisional financial director, City Lodge Hotels
- Lee-Ann Shepherd - marketing director, Diners Club
- Hester Hahn - marketing projects & events manager, Diners Club
- Jen Su - radio presenter: 5FM and The Hollywood Report
- Neil Hobkirk - marketing director, Appletiser
  
- Paul Edward - founder and CEO, EMP