

Mercedes-Benz SA rallies for education and literacy

In the past three years through the Rally to Read initiative, 10 schools with over 2900 learners and 86 educators have benefitted from Mercedes-Benz South Africa's partnership with the Read Educational Trust to deliver educational books and learning materials to schools located in rural Eastern Cape.

The Rally to Read initiative is aimed at re-dressing illiteracy within rural areas, where educational resources are severely limited, to improve the quality of education being provided to learners throughout South African schools.

Earlier this month, Mercedes-Benz South Africa (MBSA) once again contributed to this initiative by providing books, teaching aids, science kits, sports equipment, educational toys and other material to remote and needy schools in the rural area of Butterworth, Ngqamakwe District, Eastern Cape.



Mercedes-Benz SA CEO Andreas Engling reading with the learners

“As a responsible corporate citizen, particularly in the Eastern Cape, our intention is to deliver value to the communities in which we operate. Our contribution to the Rally to Read initiative demonstrates that our commitment and responsibility in the region extends beyond the shopfloor. Literacy and education are a basic right that should be enjoyed by every citizen of our country. MBSA remains committed to making a difference, one child at a time. Changing the life of a child brings change to the entire community,” said Feliciano Janneker, external affairs and stakeholder relations manager, Mercedes-Benz South Africa.

For the past three years, at an annual investment of R700,000.00, Mercedes-Benz South Africa, together with the Read

Educational Trust has committed to improving quality education through the provision of teaching aids, educational toys, training and curriculum support for both teachers and learners.

“Mercedes-Benz SA is making a substantial investment in the development of rural education, and their support of the Rally to Read in the Eastern Cape goes a long way in creating endless possibilities for young learners' literacy development. We are honoured by the confidence they have in the programme and look forward to a long and mutually rewarding partnership,” stated Bertus Matthee, national director for Read Educational Trust.

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