

## **Encouraging South Africans to drive responsibly**

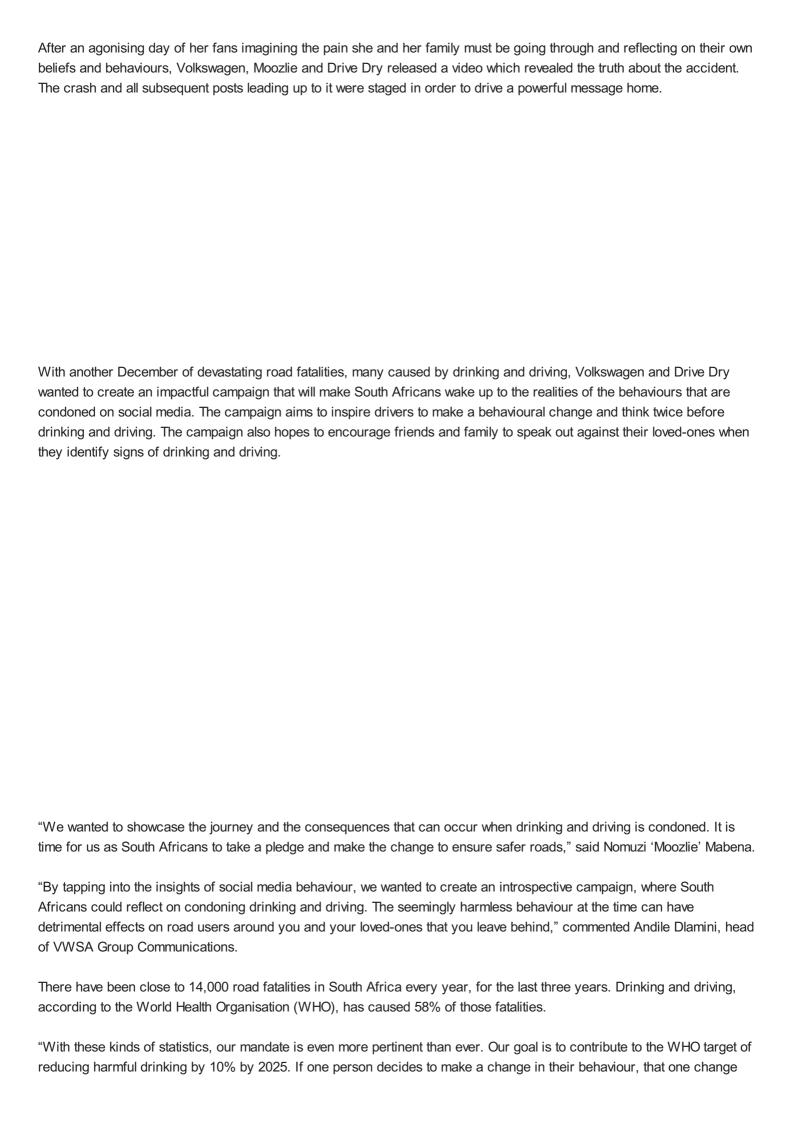
Volkswagen in partnership with Drive Dry is urging South Africans to celebrate life responsibly in 2019 by changing #MonatiHaoFeli (the party doesn't stop) to #MonatiWaFela (the party does stop).



Nomuzi Mabena in one of her staged December social posts. Image supplied by motorpress.co.za

December in South Africa typically sees a culture of 'the party doesn't stop', #MonatiHaoFeli, until it does, #MonatiWaFela. This month, as South Africans are making their new year's resolutions, Volkswagen in partnership with Drive Dry, a Diageo South Africa initiative, seek to make a positive change when it comes to drinking and driving by urging people to pledge to #VWDriveDry in 2019 in order to make the party stop before their life does.

The #MonatiWaFela campaign which kicked off in December 2018, saw popular hip-hop artist Nomuzi Mabena who goes by the stage name Moozlie, posting images on her social media pages which were indicative of drinking and driving. She was seen getting behind the wheel shortly after partying, making stops at a popular fast food outlet at 2am with a red beer cup, sharing her secrets on avoiding metro police, and blatantly drinking what appears to be gin, all whilst behind the driver's wheel. Her holiday culminates in a heart-stopping live Instagram video, whilst Moozlie is talking about her dreams for 2019. Within seconds there is a sudden screech and crash and the audience realises that she has been in a car accident. For 12 hours after the accident is shared across social media, fans speculated and contemplated the reality of what they had just witnessed.



could be one less fatality on our roads, and every life counts," said Lebogang Mashigo, Alcohol in Society Manager at Diageo SA.

Take the pledge and make the change to Drive Dry in 2019. Share your pledge by hashtagging #VWDriveDry on social media.

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