

# New Media spreads the love this Mandela Day, PBJ-style

Issued by [New Media](#)

19 Jul 2013

This Mandela Day, employees of New Media in Cape Town swapped their keyboards and storyboards for peanut butter and jam.

In just 67 minutes, volunteers from the leading content marketing company made over 3000 sandwiches, which were collected by FoodBank and distributed to needy South Africans.



The challenge, devised by New Median Beatrix Galloway, was for teams of ten employees to make as many peanut butter and jam sandwiches as they could in the allotted time period.

"We were all winners in this challenge, which took us out of the work we do every day to serve those who need immediate help and nourishment," said Helène Lindsay, head of strategy and marketing for New Media. "Every single project that is embarked upon on Mandela Day adds up to huge positive change, and serves as an inspiration to all South Africans throughout the year. We really wanted to be part of this positive national groundswell."

For more information about New Media, visit [www.newmediapub.co.za](http://www.newmediapub.co.za) or follow [@NewMediaZA](https://twitter.com/NewMediaZA) on Twitter.

- **Woolworths Taste cracks the worldwide top 10** 23 May 2024
- **The 2024 Eat Out magazine is on shelves!** 10 May 2024
- **Eat Out unveils more robust judging process** 28 Mar 2024
- **Iconic Taste brand embraces a digital-first future** 5 Mar 2024
- **New Media presses play on agile new video agency** 1 Dec 2023

## New Media



New Media is a world-class digital agency with a reputation for powerful storytelling. We build emotional connections between brands and their audiences. And thanks to our innovative tech, the compelling content we create is strategic, measurable and a proven return on investment. Partner with us and transform your business through the power of storytelling and technology.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>