

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 Media's 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."

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