

# You had me at Toughees school shoes...

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"I heard it on Heart FM!" says proud parent, Desmond Anthony. "Toughees were advertising the Toughees Move Maker competition and all I heard was school shoes! I sent a WhatsApp to my wife Janine and told her about the competition which she Googled and now my son will star in a national television commercial!"



11-year-old Corban Anthony has the potential to become South Africa's next dancing sensation after he was announced as one of the winners of the Toughees Move Maker competition which ran on social media platforms. The competition which launched on 15 August 2018 encouraged school children who are currently attending primary school to show their best dance moves with Gqom music. The winners of the competition will star in the Toughees television commercial at the end of the year.

Corban, who is an avid ballroom dancer, entered the competition after his dad heard the advert on Heart FM. "I was dancing at my aunt's birthday party when my mom filmed me and posted the video to social media," says Corban Anthony. "I was exposed to Gqom music by my cousin Stephany and two of my other cousins who were at the party helped choreograph my dance. I have enjoyed dancing since I was three years old, but I'm really a fan of ballroom dancing. I have won a lot of trophies with my sister Tehillah for ballroom and have placed second in the SA Champs which was held in Sun City," added Corban.

"I was so excited when my parents told me that I was one of the winners of the competition," says Corban. Accompanied by his parents, Desmond and Janine, Corban came to Durban during the October school holidays to shoot the commercial. "Even though it was hard work learning the dance moves and shooting the commercial, I enjoyed every minute of it and enjoyed the breaks that we got," exclaimed Corban.

Corban, who lives in Charlesville in Cape Town and attends Dr Van der Ross Primary School, is extremely excited for the television commercial to air. "I can't wait for people who know me to ask for my signature – this Toughees advert is going to make me famous!"

“Desmond and I are so proud of Corban, says Janine Anthony, Corban’s mum. “To have the opportunity to experience Durban for the first time as a family while Corban receives this once in a lifetime opportunity of shooting a television commercial is something that we will never forget! Not only are we lovers of Toughees school shoes because they are durable, reliable and comfortable, BUT they have afforded our son an amazing opportunity – thank you Toughees!

Corban, together with the second winner, Storm Boost, will feature in the Toughees television commercial which will air on South African screens from late December 2018 through to early January 2019.

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