

Bata announces its youngest ever 'Board of Directors'

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Global footwear giant, Bata South Africa, is unleashing the most innovative and trailblazing concept, to answer the call for the elixir of youth fashion and style, a highly connected and on point, Youth 'Board' of Directors. These trendsetters, aged between 8 and 16, are about to give Bata SA, the swagger of youth insight and market desirability, leading Bata on a journey of invaluable discovery.



An elite Bata SA 'Youth 'Board' of Directors' selection team, spent hours, scrutinising masses of applications, to appoint 21 school going youth, to the board, reflecting the hippest trendsetters too.

The new Youth 'Board' of Director members, by region, are:

Durban

Charlain Adia Anthony
Deanté Swart
Keagan Bryce Stops
Kyla Alexia Irusan
Madison Ellen Miles
Nolwandle Sibusisekile Mbeje
Sashin Cash Naidoo

Cape Town

Gemma Holland
Moggamad Mika-eel Mohamed
Wayne Van Der Schyff

Zahrah Bailey
Mia Maria Kretchmer
Tiago Teles
Kwakho Mamputa

Johannesburg

Golaotswe Tlhabane
Kristen Lindiwe Peters
Eli Bergh
Erin Jade Hildebrand
Kaden Allkins
Shaeleigh Buys
Phegello Molefe

"Congratulations and celebrations to all the directors-of-our-future. We look forward to working with you. We welcome your fresh, new perspective and to delivering a vibrant and creative 'youth-appeal' fashion philosophy, to all young South Africans," exclaims Swastika Juggernath, Marketing Manager, Bata South Africa.

'Board' members will be sharing their insight and expertise for the remainder of 2019 and the young Bata brand ambassadors will be wearing BATA brands, to school and while socialising, to get the full product experience. Suggestions, concepts and content will be shared during three 'board' meetings, that will be held during school holidays, so school work remains in top priority seat.

Each board member receives; school shoes of their choice, for the year; Tomy Takkies in three different styles or colours; one other brand of Bata shoes; a personalised Bata Youth Board of Directors business card; a Directors uniform of a 'step out' shirt and fun T-shirt; a tablet with data for the duration of their tenure; stationery; reading and e-reading books; online personalised courses; a powerful 'real-life' learning experience; a reference letter at the end of the tenure, signed by the MD of Bata; and directors deviance school fees or a donation to their school.

Congratulations to the youth, who have been chosen to ride the *board*, and be a part of the future. Bata is listening, so make your voice heard.

For further information please visit. <https://www.bata.co.za/> or email Ybodsa@bata.com

- " **Bubblegummers AW24 Collection: Lead the Way through every stage of childhood** 22 Apr 2024
- " **Toughees spreads kindness: 70 acts for 70 years** 27 Mar 2024
- " **Tomy Takkies debuts at selected Miladys' stores nationwide this March** 25 Mar 2024
- " **The lighthouse that is diversity, equity and inclusion** 7 Mar 2024
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Bata



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