

HOPE IN THE MOST UNEXPECTED PLACE

When Apurimac Media's Managing Director Will Green set about recruiting staff for his online media and marketing business he couldn't have envisaged one rather fortuitous product of that process.

While perusing through a pile of CVs one applicant's relationship with a youth skills development centre in Khayelitsha left a lasting impression on him.

Unfortunately the applicant's job application was unsuccessful. However, through information gleaned from his resume, he managed to deliver Apurimac to the doorstep of The Hope Centre in Khayelitsha.

A few enquiries revealed the disparate range of the Centre's activities as well as its needs. The Hope Centre is an initiative that seeks to find creative solutions to the poverty and hopelessness that is rife in the community of Khayelitsha. Its philosophy is premised on the triumph of the human spirit, of hope in the midst of despair, while one of its main objectives is to ensure that less and less kids lose their promising futures to the scourge of crime by equipping them with a range of life skills.

Surely Apurimac and its clients and suppliers could help out. Will Green approached TEAMtalk Media and Dave Corne of Bridgeport Technical Services and both did not balk at Will Green's request to donate two computers, keyboards and mice to a worthy cause. Apurimac Media will manage the project and provide the resources for the computer literacy training. On Sunday 27 August 2006, amid the pomp and ceremony commensurate with the occasion the computers were handed over to the Centre.

The humility and appreciation of the recipients was nothing that Will Green had experienced before. He came away determined to mobilise Apurimac Media's human resources and deploying them towards the betterment of Khayelitsha's less fortunate youth.

TEAMtalk Media is part of TEAMtalk Media Group, the leading network of sports web sites in the UK, operating within the Sports Content division of ukbetting plc, the AIM-listed digital wagering operation. With Apurimac Media as their online traffic and service provider they deliver leading edge interactive content to a combined global audience of over 8.4 million loyal, web literate sports fans. But how many of these fans are from Khayelitsha?

Barrie Jarrett, TEAMtalk Media's Operational Director commented: "By getting involved with the Hope Centre we hope to demystify the work we do and make the sphere of online digital publishing accessible to every aspiring youngster. And if there are any talented individuals from the Centre looking to pursue careers in sports journalism or online media and marketing they will have no shortage of internship opportunities or mentors."

The Hope Centre's Managing Director, Pastor Xola Skosana said: "We are always looking for benefactors, sponsors and forging lasting relationships with them. The importance of having role models our youth can look up to cannot be stressed enough. The kind of work Apurimac Media does will appeal to a broad cross-section of our youths given that most of them are passionate about computers. I have no doubt that they will relish the opportunity to have Apurimac Media staff as mentors. It's the kind of opportunity a child in Khayelitsha can only dream about - it rarely translates into reality."

Apurimac Media's Will Green added: "My dream for this project is to enrich the lives of the youth of Khayelitsha, to demonstrate that there is real opportunity all around us and with a mentor, a computer and a connection to the internet, the world is your oyster. I look forward to the day when I can employ and not turn away a 'graduate' from the centre. Who knows, the first match report of the 2010 FIFA World Cup could be written by someone from the Hope Centre. As online media grows in South Africa, we should not forget about the opportunities that can be created for people 'offline' from Sandton to Soweto; Kaapstad to Khayelitsha. With Hope anything is possible!"

About Apurimac Media

Apurimac Media is a specialist online media and marketing business delivering professional services to local and global clients.

Apurimac Media's name is inspired by the Apurimac River, the source of the world's largest river, the Amazon. Their mission is to be the source of world-class online media and marketing solutions, achieved by provide a personalized single source of contact and a 'back-to-basic' business approach that over delivers on all objectives and service expectations. Their experienced team has experience in servicing a full range of clients' online and digital business requirements to ensure that solutions are developed within their business and marketing strategy and budget.

For more information regarding the Hope Centre, Please contact: Rev. Xola Skosana on 083 687 8554 or on athlones@yahoo.com

For more information regarding Apurimac Media, TEAMtalk Media or Bridgeport Technical Services please contact: Will Green on 021 4464605 or on will.green@apurimacmedia.com



Hope Centres' Rev. Xola Skosana and Apurimac Media's Will Green at the handover