

PRESS RELEASE

SHOUT FOR A SAFER SOUTH AFRICA

16 March 2010, Johannesburg

*If there are dreams about a beautiful South Africa, there are also roads that lead to their goal. Two of these roads could be named Goodness and Forgiveness. **Nelson Mandela, Nobel Prize Winner, freedom fighter, peacemaker and former President of South Africa.***

South Africa...deemed one of the most beautiful countries in the world. Its unique wildlife, terrain and warmth have attracted tourists, settlers and those seeking refuge to find solace within its borders. Over the years however, this incredible country has been blighted by crime and violence all of which has been needlessly borne out of greed and anger. SHOUT is a vehicle that is actively mobilising a peace revolution and giving South Africans a voice to stand up, to shout and to say enough.

SHOUT is the brainchild of well known South African musicians Danny K and Kabelo who embarked on launching the initiative after the tragic and untimely death of South African legend, Lucky Dube due a senseless act of crime. Both men had reached saturation point with the steadily climbing crime statistics and news bulletins detailing violence and bloodshed on a daily basis.

Using his influence as a successful and established South African artist, Danny recruited the best of South Africa's music talent to record a cover of the 1980's Tears for Fears hit 'Shout' with the mindset of donating all proceeds from downloads and sales of the single and brand collateral to charities which support victims of crime and initiatives which aid in the prevention of crime.

Partners were required to help give the project an identity, a voice and a way forward and with the help of the team at Net#work BBDO the look and feel for the SHOUT brand was created and a campaign strategy was established. With the help of their own partners, Humanoid and Left & Guillotine, the SHOUT music video was born.

SHOUT also partnered with Crime Line, which has become integral in driving the SHOUT message home through the use of its various communication platforms and call to action. SHOUT in turn will encourage South African citizens to take an active stance against crime by employing the services offered by Crime Line.

The SHOUT Foundation is a Trust which has an appointed board of trustees* whom administer the funds appropriately and lawfully and ensure all decisions made are in the best interest of the campaign. With the input of the public, monies will be distributed to various charities and causes that help in the prevention of crime as well to help victims of crime.

SHOUT is a movement that will get all South Africans who want to live in a safe country... who currently feel frustrated, think there is little hope, believe they are powerless...to feel positive, to see & believe that they can actively engage in the building of a safer South Africa.

They can do so by joining the SHOUT movement, by simply downloading the song, adopting a new attitude towards law and order, knowing that they can be part of the solution, that their personal actions are meaningful and will contribute towards a sustainable safer country...

SHOUT is aiming to break all South African records by making the song the fastest selling single in South African music history whilst giving South Africa a unified voice to alleviate and combat crime.

By SHOUTING out together, we can actively create and build a safe South Africa.

Add your voice to the fight against crime. SMS SHOUT TO 3 33 35 to donate R20 and get the SHOUT track featuring SA's top artists. (*terms and conditions apply)

For more information visit www.shoutsa.com

-ENDS-

For further SHOUT information and images or interviews with any of its representatives please contact:

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Sam Swaine on 083 896 0514 or email samcswaine@gmail.com

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NOTES TO THE EDITOR

All parties involved in the SHOUT initiative have offered their services free of charge and have done so on good will for the sake of the success of the SHOUT Campaign.

* The SHOUT Board of Trustees are made up of the following people: Danny K, Kabelo, Gavin Koppel Yusuf Abramjee, Bonisa Pezisa and Tracy-Lee Purto.

The by-line 'Shout for a Safer South Africa' was cleverly constructed in order to deliver a positive message and aims to win the hearts and minds of the nation. And by doing so, Shout hopes to encourage everyone in this country, regardless of race or creed to get involved at any level they are able to in order to assist in driving this positive message home.

ARTISTS AND CELEBRITIES THAT ARE PART OF SHOUT INCLUDE:

- Freshly Ground
- The Parlotones
- Danny K
- Lira
- Kabelo
- Prime Circle
- HHP
- Steve Hofmeyer
- Hugh Masekela
- Louise Carver
- Kurt Darren
- Arno Carstens
- Loyiso
- Rebecca Malope
- Gang of Instrumentals
- Watershed
- Yvonne Chaka Chaka
- Karen Zoid
- The Soweto Gospel Choir
- RJ Benjamin
- Jamali
- Heinz Winkler
- MXO
- Tamara Dey and Flash Republic
- NKD
- Kwela Tebza

- Skwatta Kamp
- Siphokazi
- Ed Jordan
- Proverb
- Jacques Terre'blanche
- Tasha Baxter
- Wafeeq
- Obita
- Bezwana
- In Cha
- JAE
- Emmanuel Castis
- Albert Frost
- Gift Gwe

ALSO FEATURING

- Elana Afrika
- Jeremy Mansfield
- DJ Fresh
- Mark Pilgrim
- Pabi Maloi
- Lee Ann Liebenberg
- Vanessa Carrera
- Leanne Manas
- Nonhle Thema
- Kerishnie Naiker
- Darren "Whackhead" Simpson
- KB
- Baby Jake
- Joey Rasdien
- Sophie Ndaba
- Shaleen Surtie Richards
- Alex Jay
- John Robbie
- Redi Direko

SHOUT would like to thank the following partners and sponsors for their contribution in bringing the initiative to life:

- SABC
- Primedia Group of Companies
- Crime Line
- J23 Management
- Net#work BBDO
- Egg
- Left
- Trace Elements
- Samantha Swaine Communications
- David Campos
- Exact Mobile
- Select Music
- Vodacom
- MTN
- Cell C
- Pick n Pay
- Kia Motors
- Electronic Arts
- Expand-a-sign
- Werksmens
- FedGroup
- The Johannesburg Theatre Complex
- The Moving Billboard Picture Company
- Tracker
- Business Against Crime
- Community Policing Forums across South Africa
- CDT
- Nandos
- Bonaqua
- News Cafe
- Willards