

LAUNCH OF "SHOUT", TUESDAY 16 MARCH 2010

ADDRESS BY YUSUF ABRAMJEE, INTERIM CHAIRPERSON OF THE SHOUT FOUNDATION

Thank you programme director...

Distinguished guests, fellow South Africans...

On behalf of the SHOUT FOUNDATION, I wish to extend a very warm welcome to you today. I want to also acknowledge the presence of(Deputy Minister of Police, Fikile Mbalula, representing govt, senior police official – and names of other key govt/police representatives). Thank you for joining us.

Ladies and Gentlemen, as has been repeatedly mentioned, the fight against crime is the responsibility of each and every South African. It begins with YOU and me. As individuals, and as patriotic South Africans who love the land we live in, and the people who live in it, we need to fully embrace and tap into the "Power of One" ... Figuratively speaking, this is one of the greatest weapons at our disposal, which we can use in our war against crime. There's a famous quote that says: "The power of one man or one woman doing the right thing for the right reason, and at the right time, is the greatest influence in our society."

We need to be responsible citizens and we need to all unite and make our country a safer place. Complaining and winging is our democratic right – but we must also be constructive and work towards finding solutions.

I am delighted to be associated with leading South African artists, musicians, entertainers, comedians, television and radio personalities and celebrities who are part of the SHOUT campaign.

I need to single out Danny K and Kabelo Mabalane for coming up with this brilliant idea...They identified one of the most successful pop songs of 1985, called SHOUT- by British pop band, Tears for Fears. It reached the top ten in 25 countries. It was a major hit in the 80's...and it is back big time from today- not only in South Africa but within months all over the world...I will expand shortly.

Ladies and Gentlemen, Danny and Kabelo mobilized colleagues, the music industry and other stakeholders and started producing a South African version of SHOUT – to create awareness around crime and to encourage communities to be proactive by blowing the whistle on those involved in wrongdoing. Let's put our hands together for them – and all those involved in SHOUTING for a safer country. We should all be encouraged by the leadership shown here by prominent and influential South Africans. These people are seen as role models and many emulate their behaviour. It is therefore important that they all behave accordingly and pledge not to get involved in any form of wrongdoing.

The recent incident involving a leading hip-hop artist should remind us all of the need to act responsibly and without prejudging his innocence or guilt, there are many lessons for all of us to learn. We need to all watch our every action closely. The artists who are featured in SHOUT have taken a bold step by taking a stance against crime and I congratulate you. You are joining millions of South Africans who want to reclaim their streets. Not only do our youth look up to you as role models, but the broader population does as well. Your lead in creating a crime free society will spur communities on to get rid of crime and criminals in a responsible way - by speaking out. The silence has to be broken once and for all.

Fellow South Africans, we all know there is a constant need for resources. While we create awareness and blow the whistle on criminals using Crime Line, the board of the SHOUT Foundation has gone one step further.

We have decided that all proceeds from the music DVD will go directly towards the fight against crime. Areas where resources are needed will receive priority. These would include for example, purchasing bullet proof jackets for policemen and women, satellite navigation devices to improve response times, ID tool or "Morpho Touch" machines to identify wanted criminals and other necessary equipment as well as resources at police stations and beefing-up community police forums. Education and rehabilitation will also be a priority.

We can assure you, fellow South Africans that each and every rand, every last cent, will be allocated to contribute to a safer South Africa.

We have to take a stand against the crime scourge, and SHOUT is one powerful way of doing so. It is a civil society mobilization campaign Danny and Kabelo will expand shortly.

Fellow South Africans, when we at Crime Line were approached to partner with SHOUT, we agreed immediately. And when I showed the DVD to the Minister of Police, his deputy and the National Police Commissioner, they indicated their support for the campaign immediately. As the head of Crime Line and a member of the board of directors of Crime Stoppers International (CSI), together with fellow African representatives – Assistant Commissioner Vinesh Moonoo and Senior Superintendent, Attie Lambrecht, we are pleased to announce that SHOUT is going worldwide. Crime Stoppers International has decided that all member countries will follow South Africa's lead and produce local versions of SHOUT – again with a view to creating awareness and encouraging tip-offs from the public. South Africa was one of the first countries to introduce SMS or text messaging for crime tip-offs almost three years ago and the world followed...Today, we again showing the international community that we can lead.

Ladies and Gentlemen, we are weeks away from the biggest sporting event in the history of the African continent- the 2010 FIFA World Cup. As South Africans, let's all play our part to ensure a crime-free event. Let's all support SHOUT.

Crime Line has recorded exactly 901 arrests and almost R33-million of seizures to date, I am very confident that our association with SHOUT is going to mean that we going to reach the 1000 mark within a few weeks. Viva SHOUT, Viva!!!!

Today sees a dream realized not only for Danny K and Kabelo, but for all those involved in this campaign...They include those featured in the song to the camera men and women, producers, management and staff of Network BBDO, the trustees of the SHOUT Foundation, lawyers, accountants, sponsors and media partners.

Let me introduce my fellow SHOUT Foundation trustees to you...

...Danny K...Kabelo...Gavin Koppel (That's Danny K's father and a man with lots of passion and energy)...Boniswa Pezisa from Network BBDO and Tracy Purto...All have worked tirelessly to ensure that part one of SHOUT rocks South Africa. In the months and years ahead, we going to involve many more personalities and continue to show our nation that we can unite and speak with one voice.

Fellow South Africans, we need to stop bribing traffic cops...we need to stop buy fake DVD's at street corners, we need to stop buying stolen or hijacked goods...we need to stop the murders, rapes, robberies, fraud, child trafficking and abuse of women and children...

It's time for us all to break the silence, and SHOUT out against criminals now...

If you believe in the power of words, you will believe words can have more power than atom bombs ... imagine then, the power we can harness as a nation, against crime and against criminals...if we not only speak out but if we – SHOUT...SHOUT...LET IT ALL OUT!

I thank you!!