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PR & COMMUNICATIONS NEWS

[21 Icons Season 3] Jes Foord

16 SEP 2015 12:18

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"Let's stand up as South Africans, let's stand together as the rainbow nation and fight for our country. There is so much opportunity! I think individually we can all make a difference but we need to come together to make a change." - Jes Foord



Foord has been selected for 21 ICONS South Africa Season III to honour her courage and bravery following her traumatic gang rape by four men in 2008. The 31 year-old became a heroine to many South Africans when she established The Jes Foord Foundation following the horrific crime...

At the age of 21, Foord founded The Jess Foord Foundation. She gives motivational talks to schools and organisations, and improves education about rape among men and boys, as well as women and girls. Her ultimate goal is to set up special care centres for survivors where they can get all the medical, psychological and

legal attention they need under one roof.

The Handbag Project encourages the public to donate new or used handbags containing items that can assist a rape victim during the initial reporting process at the police station. These are sanitary items such as a facecloth, soap, deodorant spray, new underwear, etc. Typically, any item of clothing with forensic evidence on it must be taken from the rape victim, at a time when she feels vulnerable. She then must undergo physical examination before being allowed to shower. The most important item in the bag however, is a letter with a few words of encouragement to restore some hope to the victim during this traumatic time.

The Cinderella Project collects second hand formal gowns and suits in good condition for donation to girls and boys respectively at underprivileged schools for their Matric Dance. Items include matric dance dresses, bridesmaids' outfits and evening gowns so that girls in underprivileged areas can be given the chance to wear a beautiful dress to their matric ball. Boys are also given the opportunity to don a suit on this memorable occasion.

The Actively Against Initiative was formed in 2012 to create awareness using Jes' story and message of hope to reach the hearts of many young male sportsmen in schools. Through the campaign they opted to wear shorts in green in order to show their support for the foundation and what it stands for.

In 2014, The Jes Foord Foundation opened The Marianhill Community Centre to provide emergency trauma response and counselling services to the broader community.

About the portrait

Taken by Season 3 photographer Gary van Wyk, the portrait titled "Cinderella Story"? Drawing inspiration from one of the Jes Foord Foundation's initiatives - The Cinderella Project, which provides underprivileged girls with dresses to wear to their matric dance - Foord is photographed in a striking red ball gown. She stares directly into the camera: dignified, free of shame, and beautiful.



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About 21 Icons Season 3

The short film-series documents the conversations between Gary Van Wyk as the photographer and filmmaker and the icons. Each short film provides insight into both the subject and photographer's creative approach to the portrait.

Behind each portrait lies a carefully planned concept that captures not only the essence of each icon visually, but also in spirit and in terms of their unique legacy.

Season three of 21 ICONS South Africa is proudly sponsored by Mercedes-Benz South Africa.

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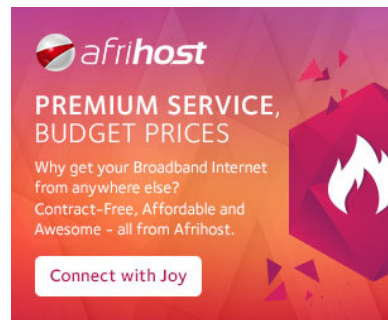


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