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21 Icons Season 3 to feature Thulani Madondo on 20 September

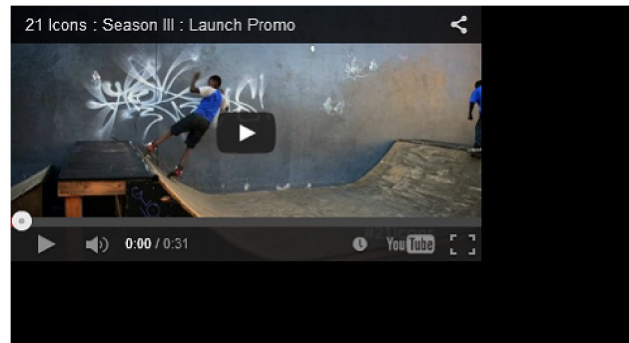
17 SEP 2015 14:48

"People need to be reminded that they are powerful and they can still achieve whatever they want to achieve, because at the end of the day you are what you think you are." - Thulani Madondo

On 20 September 2015 on SABC 3 at 7:27pm, the short-film series 21 ICONS will feature the third icon of its third season: co-founder and current executive director of the Kliptown Youth Program (KYP), Thulani Madondo.

21 ICONS traces South Africa's history over the course of its three seasons, moving from the fight for freedom to the country's growth during democracy, and concluding with a vision of the future. 21 ICONS is a celebration of individuals who inspire multitudes through their impact, integrity and influence.

This season has been envisaged as a tribute to the country's future, shedding the spotlight on youth icons all under the age of 35. Their energy and drive has been captured in coloured portraits; a major departure from previous seasons which featured black-and-white fine arts portraits.



Madondo has been selected for 21 ICONS South Africa Season III to demonstrate active citizenry is characteristic of true heroes. He uses his own life story to inspire individuals from disadvantaged backgrounds to follow in his footsteps by highlighting the potential and possibility of what can be achieved when an individual focuses their attention on furthering their education. Madondo's selfless efforts to provide social outreach and upliftment for his community have earned him several humanitarian accolades. He stands as an example of how tenacity and determination can overcome great odds.

During a portrait sitting, Madondo tells photographer Gary van Wyk how he stayed in a one-room corrugated shack in Kliptown, an informal settlement in Soweto with a population of 45,000, where he shared the space with seven siblings and his mother without electricity or running water, so he understands the challenges facing the youth in this area. He recognised from a young age that in order to break the poverty cycle he needed to do whatever he could to put himself through school financially, and so he washed cars and traded with spaza shop owners by sourcing products in bulk for resale.

The film gives an insightful and inspiring glimpse into Madondo's life, his work as social entrepreneur, humanitarian and education activist who provides extracurricular support to less fortunate children from the Kliptown community. One of the

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For the portrait 'Africa Rising', which will appear digitally on the Tuesday after his short-film is released, Van Wyk describes the visual elements, "Madondo is photographed in Mandela Park, a township in Cape Town's Hout Bay. Wearing the gumbots that he uses to teach local Kliptown kids traditional gumbot dancing, he is pictured leaping above the roof of a shack. Emphasising his humble beginnings, the portrait imagines him literally rising above his circumstances - a feat he believes is possible for anyone through education."

On the future of South Africa, he comments, "I want the world to know that South Africa is the Promised Land because it is so rich in its diversity. The spirit of 'Ubuntu' really exists. We shouldn't doubt and underestimate ourselves while overestimating other people. That's the worst mistake we (can) make."

Social media:

- 21 Icons engages with the public through:
Twitter: @21Icons
Website: http://www.21icons.com
Mobisite: www.21icons.com
Facebook: http://www.facebook.com/21icons
Pinterest: http://www.pinterest.com/21ICONS/
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NEWS



21 Icons Season 3 to feature Thulani Madondo on 20 September

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Beyond the box... breaking LSM stereotypes

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It is time the market research industry came to terms with the fact that the Living Standard Measure (LSM) questionnaire on its own does not cut it when it comes to defining target markets and sampling research groups...

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BY **THULI MOTAUNG** 17 SEP 2015 14:00



Burning bright with that special Creative Spark

They're five years old, have [just opened a Joburg office](#), and have international presence in their sights (and sites!) Here's what's really going on at Creative Spark and Burn Media...

BY **LEIGH ANDREWS** 17 SEP 2015 12:00



The digital connection and marketing trends

Keeping up with the ever-changing landscape of marketing can be difficult. There's always something new to learn about and experiment with. The arrival of social media years ago has had the most profound impact on the industry...

BY **LAUREN DURANT & BRENDAN POWELL** 17 SEP 2015 11:23



Google launches fundraising tool for migrant crisis

Google launched an online campaign on Wednesday to get users to donate to relief efforts for the migration crisis affecting Europe, the Middle East and Africa...

17 SEP 2015 09:05



CAFF 2015 features Love, Music and Resistance

The 14th Cambridge African Film Festival (CAFF) kicks off on Saturday, 16 October 2015 with *'Love the One You Love'*.

17 SEP 2015 08:59



Mayor of Johannesburg hosts online press conference to discuss EcoMobility

As part of the EcoMobility World Festival 2015, ICLEI - Local Governments for Sustainability and the City of Johannesburg will host an online press conference on 17 September 2015 at 1 pm CAT to discuss the EcoMobility campaign in Sandton during October...

17 SEP 2015 08:53



Insights into social media use in South Africa

The South African Social Media Landscape 2016 study, released by World Wide Worx and Fuseware, reveals that Facebook is now used by a quarter of all South Africans, while Instagram has seen the fastest growth in the past year...

17 SEP 2015 08:23



Content for all South Africans

South Africa has not had the most flexible environment when it comes to content delivery, but that changed on Wednesday with the launch of ONTAPtv.com, a Video on Demand (VoD) service for content to be viewed on smartphones and tablets...

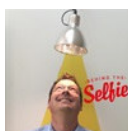
BY **DANETTE BREITENBACH** 17 SEP 2015 07:42



Cognitive ease - a behavioural aspect on brand exposure

In his book *Brand Against the Machine*, John Morgan talks about the importance of brand visibility...

BY **BRANDON BESTER** 16 SEP 2015 14:00



[Behind the Selfie] with... Felix Kessel

This week, we find out what's really going on behind the selfie with Felix Kessel, Magic Steam turbine Driver (CEO) at OwenKessel Leo Burnett...

BY **LEIGH ANDREWS** 16 SEP 2015 14:00

[21 Icons Season 3] Jes Foord

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Food 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 Jesu Food Foundation following the horrific crime...

16 SEP 2015 12:18



How do you keep an idea alive?

"It always seems impossible until it is done." - Nelson Mandela. Ideas. Endlessly swimming against the tide of opinion, trying to survive...

BY DAMON STAPLETON 16 SEP 2015 12:00



Do we like the idea of a Facebook 'empathy' button?

It's long been spoken about and is finally on the cards - Facebook is set to launch an 'empathy' button soon...

16 SEP 2015 09:57



[NewsMaker] Lee Curtis

Lee Curtis is General Manager of Posterscope SA. He will drive the overall day-to-day management for the strategy and planning teams. His main task is to develop new business alongside the management team...

BY LOUISE MARSLAND 16 SEP 2015 09:42



[Biz Takeouts Lineup] 149: Showmax and gaming on YouTube

Tune in to the Biz Takeouts Marketing & Media radio show on 17 September 2015, from 9-10am, as show host Warren Harding chats to Richard Boorman and Grant Hinds...

16 SEP 2015 09:21



Debonairs bites into the viral JMPD officer interaction

Debonairs Pizza has spoofed our local overnight celebrities: The sassy Johannesburg Metro Police Department (JMPD) Officer and the resident who filmed her and attempted to embarrass her on social media...

16 SEP 2015 09:21



Woolworths, FNB tie for top brand position

Woolworths and FNB emerged as the top performers for the 2014/15 year, when Brand South Africa and Brand Finance Africa announced the country's top 50 corporate brands in Johannesburg on 15 September...

16 SEP 2015 09:13



CNN MultiChoice African Journalist of the Year Awards finalists

Ferial Haffajee, Chair of the independent judging panel, announced finalists in the prestigious CNN MultiChoice African Journalist 2015 Competition...

16 SEP 2015 08:41



Creating Stick(eez) customers

The ambition of most marketers is surely to both attract and retain customers. We live in an ever-changing, increasingly complex world where consumers have more choice than ever before, while their attention spans have dipped to an all-time low...

BY CLIVE EVANS 15 SEP 2015 13:21



[Orchids & Onions] An image that's guaranteed to make you do a double take

Though we live in the YouTube age, it never ceases to amaze me how effective, and arresting, a still image can be...

BY BRENDAN SEERY 15 SEP 2015 12:00



First at building a local Thursday cultural ritual

One of the highlights of attending the Media24 Lifestyle Summit last week was hearing the First Thursdays South Africa backstory from founders Gareth Pearson and Michael Tymbios, who've since added First Thursdays Joburg and Museum Night CT to the mix...

BY LEIGH ANDREWS 15 SEP 2015 12:00



Bonang's menage a twar

As if the home wrecker label placed on Mzansi's "It Girl" Bonang Matheba was not enough, she was dubbed "The Side chick [mistress] of Africa" on Twitter...

BY **LEONIE WAGNER** 15 SEP 2015 09:25



Business of Design conference features Jim Brett, West Elm

A passionate advocate of South African craft and design, West Elm president Jim Brett will present at Business of Design's Cape Town conference, 7-8 October 2015, at the Inner City Ideas Cartel, 71 Waterkant Street...

15 SEP 2015 09:01



Tickets available for Assegai Awards

The DMASA Assegai Integrated Marketing Awards will be held at Room 5 in Rivonia on Thursday, 12 November 2015, under the theme "black and gold"...

15 SEP 2015 08:25



South Africa falls further in Economic Freedom rankings

The Economic Freedom of the World: 2015 Annual Report shows that South Africa has dropped further in ranking to 96 out of the 157 countries and territories included in the report...

15 SEP 2015 08:10



What advertising research is...

Hennie Klerck, many years ago, opened a SAMRA convention with the comment: "We see more differences in people today... in terms of values, motivations, lifestyles and behaviour and these differences are increasing. It therefore seems to me that in this climate of change, the age of people, their demographic profile and other factors are no longer relevant. When planning a campaign, what a person is, seems to me to be less important than how a person thinks."...

BY **CHRIS BREWER** 14 SEP 2015 14:00



"Yes, baby, yes!" Faking customer experience almost always ends in separation

Before we can understand the faking of customer experience by brands, we actually need to define customer experience correctly...

BY **JOHAN BOTHA** 14 SEP 2015 14:00



What's going on behind the scenes at the Mail & Guardian?

The Mail & Guardian's been making headlines for a number of worrying reasons lately...

14 SEP 2015 13:03



Top tips for classy communication

Learn from the likes of Churchill and Martin Luther King, and you'll soon be on your way to realising the dream...

BY **SARAH HEUER** 14 SEP 2015 12:19

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