

Sunday Combo Community



of Sunday (newspaper) readers are reading an **ads24** title (either paper or online).

PR & COMMUNICATIONS NEWS

NEWS MY BIZ PRESS OFFICES JOBS EVENTS CONTRIBUTORS PEOPLE COMPANIES MULTIMEDIA

News Company news In briefs New appointments New business

Latest newsletter Most read

21 Icons Season 3 to feature Lucas Sithole on 27 September

25 SEP 2015 09:35

"We all have our dreams. We all have our choices. But it's up to us if we wake up and chase our dreams or stick with our choices."
- Lucas Sithole.



On 27 September 2015 on SABC 3 at 7:27pm, the acclaimed short-film series, *21 Icons*, will feature the fourth icon of its third season: Paralympian wheelchair tennis player and South Africa's top quadriplegic wheelchair tennis champion, Lucas Sithole.

Sunday Combo Community



of Sunday (newspaper) readers are reading an **ads24** title (either paper or online).

Now that you've focused on the facts, contact your Ads24 Media Executive to benefit from our Sunday Reader Communities

[Read More...](#)



TOP STORIES



From reach to resolution: A social customer service story
ANDREW FELBERT



Free Basics launched by Facebook



TLC Marketing Worldwide Africa appoints new MD and CEO




SABC not in the business of profit - Motsoeneng
SIKONATHI MANTSHANTSHA



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

21 Icons ...  



Sithole has been selected for *21 Icons* South Africa Season III to showcase that people can make the best of their situation if they are able to surpass adversity and strive to be the best version of themselves. Sithole is one of the faces of the Wheelchair Tennis South Africa organisation and optimistic about his role in society. He believes that by focusing on an end goal we can all have an impact on others and the world we live in. He is actively involved in promoting tennis to disabled people and advocating diversity in the sport and fights against stereotyping and intolerance of people with disabilities.

"I think if I wasn't disabled, and if God didn't give me this chair I wouldn't be a motivator to the youth and to other kids living with



OLX reveals popular TV brands

VERTISE | SUBMIT | CONTACT | SIGN IN



The humble text message: Perfectly designed for mobile marketing

MIKE LAWS



How Canderel's Sugar Cube Man broke free of obvious ad strategy

LEIGH ANDREWS



[Relentlessly Relevant] 4. The sexiest phrase in innovation, and how you can use it

DOUGLAS KRUGER



Goodbye brand!

ROLF AKERMANN



Southern African 2015 AABLA finalists announced



[TrendTalk] Mirror, mirror on the wall

LOUISE MARSLAND



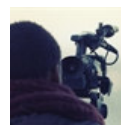
Awethu! launches civil society mobilisite to work for social justice



Right2Know Campaign hosting events for International Right to Know Day 2015



How to deal with ad blockers?



Five tips to making engaging corporate video

KELLY MCGILLIVRAY

Marketing manager required by Boschendal Wines



disability... I give them hope that there is a life in a wheelchair," he says.

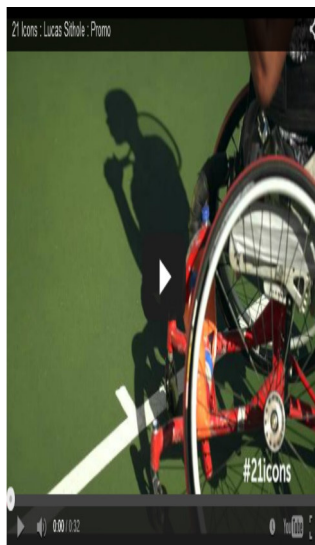
SEARCH



ADVERTISE SUBMIT CONTACT SIGN IN

During a portrait sitting, Sithole tells photographer Gary van Wyk how his life abruptly changed at age 12 when he was hit by a train in Dunhouser, KwaZulu-Natal. He lost both his legs and most of his right arm in the accident.

However, this did not stop him from reaching for dreams and setting big goals. Despite being a triple amputee he set out to strive for greatness and has reached his goals.



The film gives an insightful and inspiring glimpse into South Africa's most successful and accomplished wheelchair tennis player. Sithole achieved in ten years what most athletes spend a lifetime working toward - becoming one of the top disabled athletes in the world and the first African to win a Grand Slam title.

For the portrait 'Against the Odds', which will appear on the same day his short-film is released, Van Wyk describes the visual elements, "Sithole is photographed on a tennis court, racquet in hand, seated in the chair that he has collected his numerous titles in. With his fierce stare to camera and his racquet poised for battle, the lines of the tennis court converge to form V's for 'Victory' at different angles, representing Sithole's personal



Sunday Times puts all things green in masthead this weekend



Pretoria HOME MAKERS Expo, thriving in Parkview Shopping Centre



What makes you truly South African?

MORE TOP STORIES NEWS... SUBMIT NEWS

Bizcommunity has over 400 industry contributors and we always welcome further [contributions and contributors](#).

SUBMIT NEWS



and professional battle to become the best at what he does." SOUTH AFRICA SEARCH

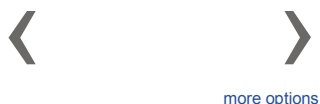
ADVERTISE SUBMIT CONTACT SIGN IN

On the future of South Africa, he comments, "Everything is possible as long as you put your mind to it and you are ready to work hard for it."

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/21ICON
iTunes App Store: http://tinyurl.com/lf3cfzm
Google Play: http://tinyurl.com/ovtcy45

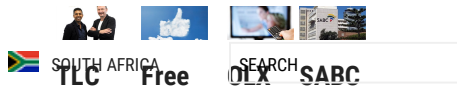


3

Comment

Read more: Lucas Sithole, 21 ICONS, 21 icons season 3

RELATED



ADVERTISE SUBMIT CONTACT SIGN IN

- Advertising
- Branding
- Cinema
- CRM
- CSI
- Design
- Digital
- Direct Marketing
- Education
- Entrepreneurship
- Events & Conferencing
- Exhibitions
- Magazines
- Marketing
- Media
- Mobile
- Newspapers
- Online Media
- OOH
- PR & Communications**
- Printing
- Production
- Promotions
- Publishing
- Radio
- Recruitment
- Research
- Retail
- Sales
- Social Media
- Sponsorship
- TV
- Youth Marketing

Market Basics reveals not in Africa by TV busines appoints Facebook brands of new MD and CEO

ISSUED BY TLC MARKETING WORLDWIDE

BY SIKONATH MANTSHA

NEWS

SHOW MORE

Subscribe

Receive free email newsletter

Enter email

Make us your homepage
 Add us to your favorites
 Get RSSbiz on your phone

Invite

Tell a friend about us

Enter email

News

- Articles
- News by industry
- Company news
- Cartoons
- Events
- In briefs
- Galleries
- Newsletter archive
- Ornico ad showcase
- Reviews
- Trends

Community

- Companies
- Contributors
- Portfolio showcases
- Forums
- Jobs
- Jokes
- Noticeboards
- People
- Polls
- Social media

Advertise

- Product overview
- Website
- Newsletters
- Press offices
- Recruitment
- Special products
- Download ratecard
- Contact us

Submit

- News
- Company
- Job ad
- Op-ed contribution
- Portfolio showcase
- New business
- New appointment
- Event listing
- Gallery
- Noticeboard

Bizcommunity

- About us
- Contact us
- Send us news
- Our Biz Press Office
- Follow us
- Feedback

MyBiz Account

- Home
- My company listing
- My job ads
- My newsfeed
- MyBiz CV
- MyBiz Favourites
- MyBiz Profile
- Subscribe to news
- My newsletters
- Customise newsletters

Join us

FOCUS

- Digital Marketing
- Content Marketing

RADIO SHOW

- Biz Takeouts Show

SPECIAL SECTIONS

ADSL & Web hosting proudly provided by Afrihost. All rights reserved. © 2015. Bizcommunity.com, its sponsors, contributors and advertisers disclaim all liability for any loss, damage, injury or expense that might arise from the use of, or reliance upon, the services contained herein. [Privacy policy](#), [Terms of Use](#), [PAIA](#).

Loeries Creative
Week
Bookmarks
Pendoring
Prism
Cannes Lions
Design Indaba
Media freedom/R2K
Trends

IN THE NEWS



[ENQUIRE ABOUT A
COMPANY PRESS
OFFICE](#)