

MEDIA RELEASE
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21 Icons launches a mobi site

With 21 Icons South Africa successfully launching a second season last week, the project has officially gone mobile. The mobi site, which went live this week, will ensure that smartphone users are able to enjoy the content from the 21 Icons website in a format suitable for their mobile devices.

The 21 Icons project, which features a collection of narrative portraits and short films, is dedicated to celebrating the lives and achievements of world renowned and lesser-known South Africans who have worked tirelessly to bring positive changes to our world.

The website hosts all the content created during the project including the portraits, and short films for each of the icons as well as behind the scenes photographs, profiles and event information.

This wealth of available content has also seen the 21 Icons website redesigned using a theme that is easily transferable to a mobile platform ensuring that visitors to the mobi site still enjoy the full 21 Icons experience.

Visitors can access both the mobi site and website at www.21ICONS.com to catch up with content from Season I and view content for season II as it rolls out.

For more information on the project follow 21 Icons on Twitter: @21 ICONS, Facebook: <http://www.facebook.com/21ICONS>, Pinterest: <http://www.pinterest.com/21ICONS/> or download the 21 Icons App from iTunes App Store: <http://tinyurl.com/lf3cfzm> or Google Play: <http://tinyurl.com/ovtcy45>

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