



# Pick 'n Pay to pioneer Proudly South African logo

In a move that signals the campaign's growing influence in the business and marketing environment, retail giant Pick 'n Pay has thrown its weight behind the proudly South African campaign, becoming the first major retailer to sign up.

Announcing Pick 'n Pay's decision, marketing director Jonathan Ackerman said the company would assist Proudly South African with promotions and marketing.

"Because Pick 'n Pay's philosophy has always been to stand up for ordinary people, consumerism and nation-building have been central to the way we do business," he said.

"Our support of the Proudly South African campaign is an expression of our pride in this country and its people, who are our customers, our staff and the thousands of South African workers who manufacture the products we sell.

"There can be few better campaigns to support and few more worthy ideals to embrace. This is what our new South African patriotism is all about."

Campaign chief executive Martin Feinstein said Pick 'n Pay's membership meant there could be strong marketing and promotional synergy between the retailer and the various consumer products accredited by Proudly South African which were sold by the retail chain.

"This will help get the Proudly South African campaign's aims and objectives into virtually every corner of South Africa," he said.

Ackerman said Pick 'n Pay did not share the views of some people who dwelt on the negatives in South Africa.

"Like any other country, we have our share of problems. But if we are true South African's, we need to remember just how far we have come and recall just how much better life is in our country today," he said.

"We are a nation of achievers, dreamers thinkers, doers and innovators: we have a lot to be proud of."

Companies of any size can become members of Proudly South African, provided they meet the specified criteria, agree to pay affordable membership fees, and abide by the Proudly South African code of conduct. For further information, refer to the Proudly South African website - [www.proudlysa.co.za](http://www.proudlysa.co.za), or contact Labane Maluleke on 011 482 2511.