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By: esSAy Gifts

## **2010 already creates jobs**

The 2010 World Cup has brought more than just soccer fever to the African continent. Almost fifty employment opportunities were created in a promotion collaboration between the City of Johannesburg and esSAy Gifts, a recently launched corporate gift company with a unique take on community development.

Rial Visagie, Director and Founder of esSAy Gifts says, “we aim to develop and source top quality products which showcase the best of South African design and manufacturing capabilities by drawing on the country’s diverse cultural expressions and the richness of it’s peoples many talents. esSAy Gifts is structured in such a way that a significant percentage of the company’s profits (15%) is reinvested in developing it’s suppliers – most of whom are rural craft based SME’s.”

esSAy, together with a community glass and wire making project, developed and created 2 500 wire soccer figurines as well as two, 2 metre long large soccer men, which brought a financial injection of R170 000 to a small farming community. Lawrance Legetla, the artist who made the big soccer men, says, “ It was supposed to be difficult to make the big soccer men as they are taller than me and even taller than some players in Germany but because I love soccer it wasn’t that hard.”

These were presented as official gifts from the City of Johannesburg during the Hand Over function in Germany at the beginning of July 2006.

At the same ceremony, leather bound wooden journals were also presented as gifts with the challenge to “*Journal your journey to 2010*”. These were developed by esSAy Gifts in conjunction with a small South African company. “It makes me proud to think that today, all over the world, people are using my creation and that allows me to take better care of myself and family,” said James Muringani, one of the employees.

“It is by sustaining and developing more partnerships similar to this one where the *Social legacy of 2010* will become a reality for all South Africans, even in small rural communities, and it just reinforces how important it is to buy products manufactured in South Africa,” said Visagie.

### **More information and Images available on request**

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#### **esSAy Gifts**

#### ***Passion, Creativity, Business Sense & Human development***

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