

2019 Cell C Take a Girl Child to Work Day campaign launches

Participating in this year's Cell C Take a Girl Child to Work Day, thousands of girls across South Africa will gain first-hand work experience. This year's theme, #MoreThanADay, promotes the concept that one day is not enough to help motivate and support school-going girls. As such, Cell C has dedicated three days to the programme - 30 May, 26 July and 30 August.



The initiative aims to motivate and empower young girls to reach their career goals and inspire the next generation of women leaders in South Africa.

“Through this campaign, we want to ensure that girls understand their potential and are given real insight into a range of careers. We hope to enhance their self-esteem and guide them in reaching their career goals because gender equality means that they should enjoy the same rights and opportunities across all sectors of South Africa,” says Cell C managing executive for corporate social investment Suzette van der Merwe.

The themes for the three days are:

- **Day one** – Inspirational workshop: An opportunity for host organisations to introduce business career opportunities.
- **Day two** - #WhoAmI: Learners will explore their strengths, future aspirations and complete CellCgirl's career interest test. Organisations will unpack their departments and career opportunities.
- **Day three** - #EmpowerYourself - Learners will be taught how to use their resources, including CellCgirl's CV creator, free downloads, etc. and job shadow their chosen career path.

This year, 700 organisations have signed up to participate in the initiative including the Office of the Presidency and the Public Protector.

“We are humbled by the number of organisations that have taken this campaign to heart and given their support to help make it a success. We would like to thank all participants for opening their doors and giving their time to these young learners,” says Van Der Merwe.

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