



PLATINUM PUBLIC RELATIONS DEVELOPING YOUNG MINDS

In an attempt to develop young minds as well as contribute to the sustainability of the public relations profession, Platinum Public Relations is embarking on a yearlong mentorship programme with selected government schools.

The overall aim is to provide potential PR students with knowledge on the value and role that public relations plays in an ever developing society and further encourage them to select PR as their profession of choice.

Says owner and Director of Platinum Public Relations, Nevasha Naidoo, "We are passionate about making a difference and contributing to the sustainability of the PR industry.

Transfer of skills and knowledge helps to empower people; therefore we chose this to be our CSI programme."

Platinum Public Relations will be inviting five learners once a month from each school to partake in a planned public relations workshop. The schools have to meet a certain criteria, and all interested learners will be asked to submit a motivation. Platinum Public Relations will then filter the applications and choose five learner's per month from each school.

This Corporate Social Investment initiative is indeed set apart in its ability to offer sustained development. It goes beyond once off donations and requires, time, effort, skill and finance to be materialized. In the true spirit of "servant leadership", the Platinum staff *serve before leading*," concludes Naidoo.

Platinum Public Relations is a leading public relations agency offering high impact communication solutions for effective outcomes.

Issued on behalf of Platinum Public Relations

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8/4/2010