



## PRESS RELEASE

### New production company for e.tv's Let's Fix It

e.tv's popular social upliftment programme Let's Fix It is back on air on 29 July 2008. Now in its fourth season, Let's Fix It is once again looking to lend a helping hand to those in need. Kaelo Worldwide Media has been appointed as the production company to produce the new series and the show is being refreshed with a brand new look.

Says Zanele Mthembu, Head: Local Productions, e.tv: "Kaelo Worldwide Media has been appointed to produce the fourth season of Let's Fix It as they specialize in corporate social responsibility, corporate sponsorship strategy and implementation and they have a wide range of experience and expertise in television production."

This makes Kaelo well positioned to bring a new and fresh angle to the show, as well as ensure sustainability of the "fixes" that the series will implement. We look forward to working with Kaelo Worldwide Media in taking LFI from strength to strength."

The focus stays the same – to help those who want to help themselves and others enjoy a better quality of life. Unlike large-scale organisational-based aid and assistance, Let's Fix It gives individuals and community groups the opportunity to have their voices heard and needs met.

By working with local suppliers and community groups, Let's Fix It aims to foster neighbourhood relationships, community building and a positive 'can-do' attitude in the spirit of Ubuntu. The recipe of the show that audiences have come to love remains the same, but this season, we will be looking for programmes with long-lasting effects, for Let's Fix Its that do more than just provide a meal and start enabling people to feed themselves.

To apply for assistance from Let's Fix It, send your letters to:

- Let's Fix It, PostNet Suite 617, Private Bag X29, Gallo Manor, 2052.
- Email to [letsfixit@etv.co.za](mailto:letsfixit@etv.co.za)
- Fax: 011 234 1204
- Remember to give us your full name, daytime telephone number and your fresh ideas for a long-lasting fix. Let's Fix It, together.

Says Kelvin Watt, Director of Kaelo Worldwide Media: "We are looking forward to working closely with e.tv and are delighted to have been awarded the Let's Fix It tender. Having developed South Africa's first multimedia corporate social responsibility (CSR) platform, **Kaelo - Stories of Hope**, we are uniquely positioned to bring a wealth of CSR knowledge and expertise to the series.

"We plan to develop the programme further by drawing on our expertise, producing a programme that looks at sustainable solutions that will uplift and inspire the communities, individuals and organisations featured while still maintaining that original feel good factor."

### **About Kaelo Worldwide Media**

Kaelo Worldwide Media is a strategic consultancy that specialises in corporate social responsibility, television production, sponsorship strategy and implementation and sponsorship commercialisation. Formerly Frontiers Group Africa, Kaelo Worldwide Media was launched in 2006.

Since then the company has established itself as a forerunner in corporate social responsibility (CSR), sponsorship and broadcast production in South Africa. The broadcast and corporate social

responsibility divisions of Kaelo have grown rapidly over the past three years with a number of international broadcast content opportunities developing over the last year.

The company's CSR multimedia platform called **Kaelo – Stories of Hope** has recently expanded to India and Australia and plans are afoot to take the platform to Brazil in the near future