



PRESS RELEASE

Shield Teens No Sweat Music Fan Challenge

Thandokazi Sineke takes Shield Teens No Sweat Music Fan Challenge title!

Fourteen-year-old Khayelitsha resident, Thandokazi Sineke is the winner of the Shield Teens No Sweat Music Fan Challenge. The Grade 8 Mondale High School learner has won the coveted R50 000 education bursary.

The youngest of the competition's finalists, Thandokazi was selected from hundreds of aspiring VJs countrywide in a competition that saw 12 finalists being whittled down to three for the final weeks of the competition.

In second place – and winner of the Shield Teens No Sweat Music Fan Confidence Award – is Zethu Dhlodhlo, a 17-year old pupil at Randfontein High School in Gauteng. Zethu is the winner of a R30 000 education bursary. Third placed Khutso Lebelo from Centurion wins an education bursary worth R20 000.

The three finalists are all mad about music and the culture that moves with it, spending hours watching MTV and following celebrity gossip. Shield offered them the opportunity to interview some of South Africa's favourite musicians (including Tumi "Lady Naturelle" from Gang of Instrumentals, Euphonic, Nutty Nyce and Da L.E.S) in a series of weekly TV challenges that also included compiling behind-the-scenes gossip on international celebrities and heading out into the country's shopping malls to chat to music fans about their favourite videos.

Gugu Nkabinde, assistant brand manager on Shield Deodorants, says while all 12 finalists certainly rose to the challenge, the top three stood out from the crowd for their style and originality, and – of course – their confidence.

"The Shield Teens No Sweat Music Fan Challenge celebrated the launch of Shield's new Music Fan variants – available in aerosol and roll-on, and offering 24hr protection and awesome new fragrances," explains Gugu.

"The competition focused on giving the contestants the opportunity to grow and develop their confidence through exposure and participation in a variety of activities. We were delighted with the finalists and their sense of bravado as they took on each week's challenges.

"Thandokazi is a wonderfully confident young woman and a worthy winner. The competition has been a fantastic opportunity for the brand to get behind the winner and start her on a journey towards greater confidence and personal development."

Thandokazi adds: "The Shield Teens experience has been a period in my life filled with fun and delight, but most of all it's been a fantastic learning curve. My favourite part was definitely meeting all the celebs, but what stood out for me was learning all about the little things it takes to put together an awesome TV programme like this one. I think we all worked extra hard during the various challenges.

"I'm planning on putting the money away for university fees – education is so important. Being part of the Shield Teens No Sweat Music Fan Challenge has been an incredible experience."

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Issued by: Patti Quinton, 011 465 5225 or 083 263 6281
pquinton@calibro.co.za

On behalf of Shield
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