

The South African Department of Basic Education has over the years embarked on several notable literacy campaigns. However we need to acknowledge that equipping children in the early foundation phase with reading and writing skill is not the sole responsibility of the DOE (Department of Basic Education). It is for this reason that Tuming Lee Studios is keen to embark on an intensive **Sponsor-a-book campaign**. The main goal of the project is to assist and improve the reading skills of underprivileged pupils in the foundation phase. The books are presented in English, Afrikaans, isiZulu and Setswana in order to promote mother tongue education and multilingualism because we strongly believe that learning cannot take place if education is presented in a foreign language that is not easily understood. To ensure the successful roll out of this project, Tuming Lee Studios (TLS) is seeking sponsorship to have 20,000 books donated to primary schools in and around provinces where these languages are spoken the most. The books are graded readers with a life skills orientation, specifically designed to foster the children's moral upbringing by way of a lesson that is presented at the end of every story.

Should you wish to participate in this exciting initiative, your brand will receive media exposure through the campaign's PR strategy. As a sponsor, Logo exposure will also be offered on marketing collateral such as posters which will be displayed at the various handing over ceremonies. The below books are available for donation and distribution:

- Hyrax Gets No Tail **Available in Setswana and French**
- Barren Child **Also available in Zulu and Setswana.**
- Notshe, Kubu le Ntsi -The Bee, The Hippo and The Fly **Available in Afrikaans and English**

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