

The Lo Down: Making a visible difference

Last month, Elizabeth Arden South Africa announced their four "community hero" winners as part of their inaugural Make A Visible Difference campaign – a South African social responsibility campaign that honours and connects extraordinary South Africans striving to build a better future within their communities.

At a luncheon held at Bellagio in Johannesburg, four finalists walked away with a R40 000 cash contribution from Elizabeth Arden to their respective charitable organisations.

"We reviewed entries using an evaluation process, which ultimately found the four community heroes whose efforts and dedication to their community truly stood out," said Zuraida Jardine, one of the four judges.

Scheldon Gerstner, Refiloe Seseane, Andisiwe Kawa, and Candice Sehoma were announced as the 2014 community heroes, with Sehoma being honoured as the grand prize winner for her contribution to society.

"We were inspired and humbled by the entries we received for our Make A Visible Difference campaign," says Alice Cardarelli, public relations manager for Elizabeth Arden. "Supporting individuals who seek to improve the lives of others is something that is very close to our hearts at Elizabeth Arden. Through this initiative, we wanted to create a platform to share and acknowledge some of the life-changing initiatives that South Africans are involved in today."

Meet the 2014 community heroes:

► Sheldon Gerstner founded The Imilli Project, which uplifts the disadvantaged youth community of Cape Town. The initiative provides disadvantaged children, teenagers and young adults with free computer literacy classes as well as training sports skills for street hockey, rock climbing and martial arts.

► Refiloe Seseane is the found-



er of 18twenty8, a female-led organisation that seeks to empower young women by encouraging their educational development. Through life skills workshops, mentorship, and financial assistance programmes, 18twenty8 encourages women to view higher education as an attractive and necessary tool for their future.

► Andisiwe Kawa founded Kwanele! Enuf is Enuf! which provides a platform for communities to create awareness and take a stand against sexual violence in South Africa. Through marches and community events, Kwanele! Enuf is Enuf! brings communities together to support individuals in finding a voice after experiencing sexual violence.

► Candice Sehoma is the founder of Building Blocks Foundation, an organisation which has brought sanitary, flushing toilets to the township of Alexandra in Johannesburg. The organisation's main objective is to improve the sanitary conditions in the area and prevent the contraction of diseases associated with poor sanitation. The initiative also runs community workshops to raise awareness on hygiene practises.

► Leigh Crymble is a beauty and lifestyle blogger. Follow her on Twitter @LeighLo or on her blog LeighLo.com



WINNERS. From left: Candice Sehoma, Sheldon Gerstner, Refiloe Seseane and Andisiwe Kawa. Picture: Supplied