*Press Release*

*For Immediate Release*

**Beekman Group Empowers Underprivileged Youth on Mandela Day**

Beekman Group, a leading holiday property investment company committed to social responsibility, successfully hosted its Mandela Day initiative on 18 July 2023, aimed at empowering school seniors from disadvantaged backgrounds. The initiative provided these talented students with invaluable exposure to the corporate world, promoting personal and professional growth. The event took place at Beekman Group’s Head Office on KZN’s South Coast and at their various Resorts around the country, offering a comprehensive and enriching experience for the young participants.

As part of the company’s commitment to Mandela Day, Beekman Group extended the invitation to ten matriculants from Ingwemabala Comprehensive High School, to participate in a specially curated 2-hour workshop at the company's Head Office. The workshop aimed to equip the students with essential knowledge, guidance, and exposure to the corporate world and motivational talks were delivered by Marcia Cele, a Senior Manager at Beekman Group. Her words of wisdom served as a beacon of hope for the young participants, igniting their career aspirations.

Staff from the Beekman Group's Training and Development Department facilitated engaging sessions on various topics relevant to the participants' transition from school to the professional world. The sessions covered areas such as building a comprehensive CV and introduced the Beekman Group’s School Leaver Programme, which provides comprehensive call centre training.

The Mandela Day workshop also shed light on entry-level employment opportunities available within Beekman Group, empowering the students with knowledge about the steps they can take to embark on a successful career path. Additionally, various ad-hoc topics were discussed, addressing the specific needs and concerns of the participants as they considered a career after school.

A highlight of the Mandela Day workshop was a complete walk through of seventeen different departments at the Head Office. This interactive session provided the participants with insights into the functions and responsibilities of each department, along with advice on acquiring the skills and experience required for the various roles. The students enthusiastically explored the diverse career paths available within Beekman Group, gaining a deeper understanding of the corporate world and future possibilities.

Simultaneously, at several Beekman Group Resorts, training activities were organised to highlight the multitude of functions and job opportunities within the hospitality industry. The students had the opportunity to experience various roles from a hands-on perspective. Allowing them to explore a broad range of potential career paths within the diverse hospitality sector.

"We are delighted to have empowered these talented young individuals from Ingwemabala Comprehensive High School through our Mandela Day initiative," said Wynand Muller, Training and Events Coordinator at Beekman Group. "By providing them with exposure to the corporate and hospitality sectors, we aim to equip them with the necessary tools and inspiration to pursue their dreams. Our commitment to corporate social responsibility drives us to create opportunities that positively impact the lives of young people and their communities."

The Beekman Group remains dedicated to corporate social responsibility and will continue spearheading initiatives that uplift and empower individuals, particularly the youth. The Mandela Day initiative reflects the company's ongoing commitment to making a positive impact on society and providing opportunities for those in need.

Bottom of Form

**ENDS**

|  |
| --- |
| **Words**: 559**Images**: Images from the various Beekman Group Mandela Day initiatives**Distributed on behalf of**: The Beekman Group**Date**: July 2023 |

**Notes to the editor:**

**About The Beekman Group:** The Beekman Group stands as a prominent figure in South Africa's property development and leisure sector, encompassing multiple operational and investment divisions that cater to the leisure, commercial, and residential domains. Boasting over 50 years of industry experience, they actively manage a portfolio of over 35 vacation resorts in 5 countries and have achieved successful management of numerous owner and member bases. Additionally, their expertise extends to managing various commercial properties across 2 countries, demonstrating the robust infrastructure and capabilities they possess to surpass all expectations.

For more information or visuals, please contact Janna Strang on

 janna@rainmakermarketing.co.za / 082 551 3865 or email Mbali Mpofu on mbali@rainmakermarketing.co.za