*Press Release*

*For Immediate Release*

**Jockey Supports Men’s Health with CANSA Care Home Donation**

As part of its ongoing mission to support communities in need, Jockey South Africa proudly donated 850 garments to the CANSA Mkhuhla Care Home in Durban on Tuesday, 26th November 2024. This donation reinforces Jockey’s dedication to acting as a responsible corporate citizen, striving to make a meaningful impact in South Africa one garment at a time.

The CANSA Mkhuhla Care Home provides a safe space for cancer patients undergoing treatment, offering comfort, dignity, and support during one of life’s most challenging journeys. The donation coincides with Men’s Health Awareness Month, underscoring the importance of addressing men’s health issues, promoting early detection, and extending care to those affected.

Bruce McMurray, General Manager of Jockey South Africa, expressed, “Supporting the CANSA Mkhuhla Care Home is a reflection of our belief in the power of community and compassion. It’s an honour to assist such an impactful organisation while raising awareness of critical health issues during Men’s Health Awareness Month. Together, we can contribute to healthier, more resilient communities.”

Leillani Geduld, National Corporate Relations Manager for the Cancer Association of South Africa (CANSA), says, “We’re delighted with the generous donation of men's trunks from Jockey. This contribution will be allocated towards our male cancer patients at the CANSA Mkhuhla Care Home in Durban where we provide home-away-from-home accommodation for cancer patients who live far from treatment centres, while undergoing treatment. CANSA is incredibly grateful to Jockey for their support. This donation will further help us reach more men in KZN as part of our Prostate Cancer Patient Navigation Project where we aim to help prostate cancer patients navigate their screening, treatment, and post-treatment experiences.”

This initiative is part of Jockey’s broader social responsibility strategy, aimed at uplifting individuals and providing aid where it’s needed most. By fostering partnerships with organisations like CANSA, Jockey remains committed to building a legacy of care and support that extends far beyond its products.

**ENDS**

| **Words**: 317**Image Caption**: Thobekile Khuzwayo, Mkhuhla Care Home Coordinator, Neli Hadebe, Jockey PR Coordinator, and Liaston Naidoo, Health Programmes Support Officer.**Distributed on behalf of**: Jockey South Africa**Date**: November 2024 |
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**Notes to the editor:**

**About Jockey:**

Jockey International, Inc. is a leading designer, marketer, retailer, and licensor of men's undergarments and women's intimates. As a third-generation family-owned company headquartered between Chicago and Milwaukee in Kenosha, Wisconsin, Jockey operates in Canada, Hong Kong, New York, North Carolina, and Germany. The brand is recognised globally, with the JOCKEY trademark registered in over 120 countries.

Founded in 1876, Jockey has a rich history of manufacturing high-quality, innovative products, beginning with the production and sale of superior wool socks to lumberjacks. Today, the company designs and develops proprietary products through a tightly managed virtual manufacturing network concentrated in Asia and Central America. Jockey remains dedicated to improving global working conditions for industry workers. Jockey products are sold globally through a network of distributor and licensee partners, ensuring the brand's reach and impact worldwide.

In South Africa, Jockey operates under the Ninian and Lester group, with a head office established in 1952. For over 70 years, Jockey South Africa has provided everyday essentials, continually demonstrating a commitment to responsible and innovative business models. Jockey believes that its people are its greatest asset, driving the business forward with creativity and foresight. This approach enables the company to meet new challenges head-on, earning the trust and confidence of its customers, employees, and the communities it serves. Jockey is proud to uphold its legacy of quality and innovation, remaining a trusted name in the apparel industry for nearly 150 years.

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