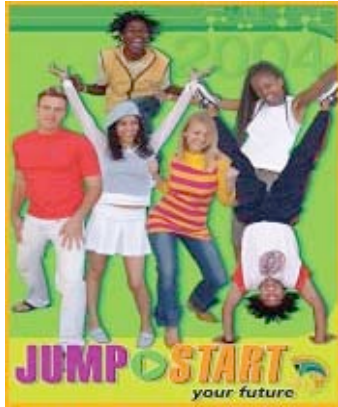


SA Youth get a “JumpStart” in Life

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South Africa is a land of miracles and miracle-makers. Most people talk about our political transformation as a miracle. Others talk about our economic stability as a miracle. But there's much more to it than that.

This land is also endowed with miracle-makers. Ordinary people who have set about making a difference to our society. Here's a great example...

An independent publisher in Johannesburg has launched a unique handbook, providing career guidance, financial literacy and other vital life skills FREE OF CHARGE to SA's Grade 12 learners. The guide explains, among other things, how learners can better manage their studying, their time and their goals; make

further education choices; search for a job; start a small business; open a bank account; obtain loans; save and register to vote. The guide is called JumpStart.

Why 'JumpStart'? Editor, Tiffany Markman says: "JumpStart is set to charge young peoples' life skills batteries, accelerate their educations, ignite their careers and accompany them on a road to success - in the same way that jumper cables jumpstart a flat battery to get a car moving".

Statistics suggest that although SA produces about 400,000 Matriculants each year, only 30,000 obtain university exemption - and even academic achievement can't guarantee employment or career progress. JumpStart is therefore a response to SA's need for a school-leaver's supportive aid.

Advertising from the government and corporate South Africa make it possible for the guide to reach its audience free of charge - via a distribution company tasked with delivering each school's quota directly to their door. The full-colour, A5-size JumpStart 2004 is currently being delivered to Grade 12 learners and teachers in high schools countrywide.

Lewis Khoury, MD, says: "We envisage an even more spectacular 2005 edition, packed with inspiration, information and an enormous collection of advertisers. More advertising and an enlarged print run of 540 000 copies will allow us to reach Grade 12 learners and teachers in every independent, public, rural and farm school in South Africa!"

User-friendly, direct and down-to-earth, JumpStart is just what SA needs to give its youth a headstart. For more information, contact OnBoard Media on 011-880 8559 or email info@onboardmedia.co.za

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