

Make your mark at Baba Indaba Expo

The countdown to the opening of the new Baba Indaba Expo has begun. Running from 4 - 6 November at the Sandton Convention Centre, Baba Indaba coincides with Children's National Day on Saturday 5th - the day our attention is drawn to the plight of children in South Africa.



Gary Kirsten, assisted by toddlers from the Red Cross Children's Hospital Burns Unit, launches the **HANDS ON MURAL** project, which will be staged at the **Baba Indaba Expo** at the Sandton Convention Centre, from 4 - 6 November. Children and families will be encouraged to make their mark with colourful handprints on a mural, in exchange for donations for the Burns Unit. Times: Friday & Saturday: 10h00 to 18h30 and Sunday: 10h00 to 17h00.

Expo organizers, Three City Events, while paying close attention to the commercial viewpoint of the exhibition, are also strongly committed to using the exhibition as a vehicle for raising awareness and funds for the work being done by the Red Cross Children's Hospital - in particular the Burns Unit. The only specialist hospital dedicated entirely to children in sub-Saharan Africa. Communications Manager for The Children's Hospital Trust, Helen White, comments: "What makes the Red Cross Children's Hospital such a centre of excellence is that whatever the illness, there is a Children's doctor here who specializes in it. The Burns Unit is super special and the link to Baba Indaba is such a blessing."

Baba Indaba, a three day Expo for pregnant mums, parents and families of 0-5 year old children, will collect 5% of ticket sales at the exhibition for the Red Cross Children's Trust, and a 'Hands On' Mural will be mounted in the hall where children, parents and families will be able to donate R10 in exchange for their brightly painted handprint (assurances from the organizers that the paint being used is lead free! and all products and toys on sale at the Expo likewise). The Kidz Kutz Salon where children can get a 'free' haircut - will also operate on donations for the Burns Unit. "Favourite superheroes will give your child a super-duper haircut and we ask parents to remember the little ones in the Burns Unit at the Red Cross, with a donation," explains Natalie Naude - director and initiator of Baba Indaba Expo. Many exhibitors are showing support for the Red Cross Children's Hospital, including Johnson's® Baby, with the sale of raffle tickets for hampers and, to commemorate 75 years of trading, visitors to the stand will be able to buy cup cakes, with all proceeds going to

the children.

While the business of the day at Baba Indaba is about testing and tasting products including meals at the Nestle Bistro, gathering information on 'how to' at the Sunlight Information Theatre and checking out all the new safety and nutrition products and services, Natalie Naude has always nursed the vision of making a contribution beyond putting on an Expo. "Aligning with the Red Cross Children's Trust, so that the incredible services they offer children can be maintained, lies at the root of what motivates this Expo. It is my hope that parents and families will take time to make their mark by adding their handprint to our mural and make this Children's National Day count," concludes Natalie.