



## Media release

10 November 2014

### ***TISO FOUNDATION SPONSORS “THE URBAN LEGEND”***

The Tiso Foundation (“the Foundation”) a public benefit organisation (PBO) established in 2001 by the founders of the Tiso Group is pleased to announce its partnership with the Urban Legend Foundation on the Urban Legend comic series. The Urban Legend is a black superhero created by Josef Yohannes to be a positive role model and inspire children all over the world to follow their dreams. Until the creation of the Urban Legend, African children have not had an official superhero. Yohannes created his hero whilst traveling in Africa in 2010 and meeting impoverished children. He could see their potential, yet they didn't have any positive role models. "I really wanted to inspire them with something that could give them hope of a better tomorrow, something that could inspire them to follow their dreams and never give up no matter what circumstances they were facing," Josef Yohannes says. "So I had an epiphany about creating my own hero that could inspire them and kids all over the world."

The Urban Legend's alter ego is the teacher Malcolm T. Madiba, who is named after Malcolm X, Yohannes' father Tzegai, and Nelson Mandela. The comic book hero, Malcolm, has a strong personality but Yohannes wanted a human aspect to him, too. His goal at its core is to exist in a world where people can live freely and not be prisoners to their own environment. As a true superhero Malcolm is ready to die for his principles and has no problem taking on those who work against them.

Yohannes explains, "It's a story that deals with everyday struggles and how to overcome them in a world filled with corruption, hopelessness and with lots of bad guys."

Mr. Yohannes has been made a Mandela ambassador for "The Nelson Mandela Library project" and "The Nelson Mandela bangle project" which are initiatives of The Nelson Mandela Foundation. The duty of an ambassador is to spread former President Nelson Mandela's goals and vision and to preserve his legacy in the best way an ambassador can, and in this case, that is by helping and inspiring people to the best of their ability. The tenure as an Ambassador will be a series of collaborations and projects between Urban Legend Foundation and the Nelson Mandela Foundation with a focus on improving literacy rates and improving educational standards across Africa and rest of the world.

The Tiso Foundation has always believed that the development of human potential is the basis of individual empowerment and underpins the progress of communities and nations. South Africa's opportunities will best be realised by unlocking the potential of its richly talented youth.

The Urban Legend project is one which the Tiso Foundation is excited to be supporting, as it aims to address poor literacy levels amongst youth. The Urban Legend comic centres around educating youth on pressing issues, in a fun and accessible way. The Tiso Foundation wants to encourage youth literacy and promote the importance of education from early childhood development phase, through to a tertiary level, where we have a number of programmes to support their studies and development as future leaders.

By focusing its efforts on education and skills development, the Tiso Foundation has enabled many young people from poor and rural communities to obtain qualifications and skills that have vastly enhanced their life opportunities.

**End.**

#### **Notes to editors:**

##### **About Tiso Foundation**

The Tiso Foundation was one of the founding and principal shareholders of the Tiso Group an investment holding company established in 2001. In July 2011 Tiso Group merged with Kagiso Trust Investments to form Kagiso Tiso Holdings ("KTH"), one of South Africa's largest black owned and managed investment holding companies with assets in excess of R15 billion. This resulted in the Foundation becoming a principal shareholder in KTH alongside Kagiso Trust, Rembrandt Group (Remgro) and Tiso Investment Holdings. The Foundation's shareholding/endowment in KTH is valued at approximately R750 million.

The deliberate decision by the founders of Tiso Group to bequeath a substantial portion of their individual shares to a Foundation that would dedicate its mission and resources to youth education, skills development and create an institution that would be self-sustaining and a model of African philanthropy that exhibits congruence of commercial and social investment imperatives.

For more about the Tiso Foundation please visit:

<http://tisofoundation.co.za/>

## **About the Urban Legend Foundation**

The Urban Legend Foundation was born out of the belief that through the Urban Legend super hero characters, millions of underprivileged African children can improve their literacy skills, be inspired to get an education, and be motivated to become good citizens. We are a non-profit, grassroots charity founded in February 2015 with a focus on supporting and funding the education and care of underprivileged African children. We focus on children because they are those who are too easily forgotten, and whose voices are usually not heard.

The ultimate goal of the Urban Legend Foundation is see every under privilege African child rise above his or her circumstances and achieve their dreams. We believe through the Urban Legend super hero characters and our collaboration with the right partners we can achieve our goal.

### **Media Release Issued by:**

#### **The Tiso Foundation**

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