



Unit 2, Plot 144,
Mountain View Office Park
Kgale, Gaborone
P O BOX 26374,
Gaborone, Botswana

T: +267 392 3579
F: +267 392 3506

Press Statement

To: All Media Houses

Date: 03/11/12

Please find a press statement for your information from HOTWIRE PRC

For any queries on this statement or anything else in relation to this statement please contact the undersigned.

Thanking you in advance.

Kind regards,

Maipelo Moatshe

Public Relations Practitioner

Directors: Kabelo N Binns* (MD), Andre Wagner (Non Exec)***, Rob Vinnen* (Non Exec)

* Motswana, ** South African

Press Statement – For Immediate distribution

Distribution: All Media Houses

Dated: 3/11/2012

Dirty Kgale saved by Hotwire

OR

Hotwire In A Bid To Save Kgale

OR

Sex and criminal activities in our backyard- Hotwire

GABORONE – Following a spate of break-ins into their offices, Hotwire, Botswana’s leading PR consultants have embarked on a project in the Kgale Hill area surrounding their office block. Hotwire has been victim to 3 break-ins over the last 5 months. An animated Kabelo Binns, Hotwire MD said “That we have to work next to a construction dumping site that harbours criminals and exposes us and our neighbours to illicit sexual behaviour is unacceptable!”

True to their values, Hotwire has proven to be a responsible business that does not operate in isolation from its environment. The youngest members of Hotwire, Maipelo Moatshe, Nicole Laxman, Shathi Phumaphi, Bridget Buzwani, Mbaakanyi Macheke, Lesego Ramaloko and Carol Kgafela are spearheading an initiative and have named the project “*Save Kgale*”.

“It is fit that young people have taken an interest in the country’s environment” says neighbour Modiri Mbaakanyi of Hemamo Investments (ex-President of BOCCIM), “they will after all be the custodians of our environment when we are gone. They need our support and every form of encouragement we can offer”.

The Save Kgale project team hopes to restore the Kgale foothill adjacent to their offices to its original majestic state which the neighbouring community can once again take pride in. Save Kgale has set in motion a process that will not only reduce criminal activity in the area but will also promote biodiversity.

“To date we have held several fundraising activities at our offices including car washes, bake sales as well as selling steak rolls at this year’s Guy Fawkes celebration” says the Project’s Secretary Lesego Ramaloko, “the public and neighbours are encouraged to join hands with us in raising the necessary funds that it will take to restore our Hill”.

ENDS—

For more information contact:

Maipelo Moatshe, HOTWIRE PRC, maipelo@hotwireprc.com, +267 3923579