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01 February 2010

‘Sax Offenders’ aim to raise R700 000 for UCT community projects SAX Appeal 2010 promises no-holds-barred edition

“We won’t be holding back,” promises the team of students who have put together this year’s edition of the University of Cape Town’s RAG magazine, *SAX Appeal 2010*. The widespread publicity surrounding last year’s edition has encouraged them to be ever more cheeky in promoting *SAX Appeal 2010* and the good causes that will be supported through the sale of the magazine on Thursday, 4 February 2010. This year they aim to raise R700,000 selling 45,000 full-colour magazines, to support community projects run by SHAWCO, the Students’ Health and Welfare Centres Organisation.

The RAG team has developed a campaign based on the “Sax Offenders” theme. Wearing branded orange jumpsuits and handcuffs, they have been recruiting energetic first-year students to help sell this year’s edition at street corners on Thursday.

The 2009 edition contained comments about Christianity that outraged local religious groups. RAG 2010 project manager Gretchen Jordaan said: “The debate last year, combined with the economic downturn, meant that we had to really work to get advertising revenue. However, our team fought hard and in the end we easily covered the printing costs. Our sponsors saw our enthusiasm and how amazing this year’s edition is going to be and jumped on board.”

SAX Appeal editor Anton Taylor said the new edition would probably still raise some eyebrows. “University is a place where students should be able to push conventional thought and experiment with new ideas. A healthy society needs things like *SAX Appeal* to look at things which people don’t normally discuss. All I can say is that we won’t be holding back.”

***SAX Appeal* hits the streets on Thursday, 4 February. Magazines are R20. All proceeds go to SHAWCO. For more information, please contact Lindsay Jolly or Nthabiseng Mosia at the SAX Appeal Marketing office: 021 650 3525/3654.**