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MEDIA RELEASE

Philisa Abafazi Bethu Family Centre launches in Retreat to support victims of gender-based violence

The Philisa Abafazi Bethu (PAB) Family Centre was officially opened today, 25 November 2020. The organisation is seen as a beacon of hope that will offer much needed support for victims of gender-based violence in the community.

Based in Retreat, the PAB Family Centre previously operated from the Lavender Hills Secondary School. PAB was launched by community activist Lucinda Evans to support victims of Gender-Based Violence in the surrounding communities.

The opening of the centre today, on Day 1 of the 16 Days of Activism campaign, is a great tribute to the hard work of Evans in securing the site from the City of Cape Town for the new centre and securing the funding to build it. The project was also supported by the Mayoral Urban Renewal Project.

Coca-Cola Peninsula Beverages' (CCPB) is proud to recognise the PAB Family Centre as its flagship Corporate Social Investment project for 2020. Together with Rotary Club Newlands, the US Consulate, Breadline-Africa, and the World Childhood Foundation founded by Queen Silvia of Sweden, the dream of Evans to have a fully-fledged community centre has been realised.

The PAB Family Centre will house admin offices, a safe-house, meeting rooms, a multi-purpose hall for community activities, a school aftercare centre, as well as neighbourhood watch and ER facilities.

"Gender discrimination, violence and the abuse of women and children continues to be a systemic problem in South Africa," says Priscilla Urquhart, Public Affairs and Communications Manager at CCPB. "As a responsible business citizen, we believe that it is absolutely crucial to use our resources to support organisations like PAB who do incredible work towards helping victims of gender-based violence. We endeavour to make a difference in communities through partnerships like this."

Rotary Club of Newlands (RCN) has been an integral partner of the project and successfully refurbished and repurposed containers that will equip PAB to function effectively as a support centre in the community.

According to Newlands Rotarian John Winship, no one entity could have achieved this beautiful, multi-coloured and secured facility. "It is wonderful to offer the community a place of safety, a place of healing and a place of inspiration. An oasis against gender-based violence and femicide, caring for women, youth, and the elderly. PAB inspires, heals and educates."

Lucinda Evans, Founder and Director of the PAB Family Centre endorsed the partners' sentiments. "We are so excited that the centre is finally complete and now open to provide support services to women and children. The centre will act as a beacon of hope for many families."

Evans added that the centre looks forward to working with different families, in association with various organisations that not only provide support to women and children but to men and young boys too.

The World Childhood Foundation is a proud partner and a major funder for the relentless work of Philisa Abufazi Bethu for almost a decade.

Paula Guillet de Monthoux, Secretary General of the World Childhood Foundation, said that since the beginning of their partnership in 2013, PAB has constantly evolved and enhanced its impact. "We are happy to be able to contribute to the establishment of the Family Center and feel confident that the centre will provide a stable and safe base for the children and families in the community. We also wish that the opening will bring a spark of joy and hope for children and families in these difficult times."

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Notes to editor:

Coca-Cola Peninsula Beverages (CCPB) is the local bottler and distributor of the The Coca-Cola Company in the Western and Northern Cape. Products and brands include Coca-Cola, Sprite, Fanta, Stoney, Appletiser, Powerade, Bonaqua, PowerPlay and Monster amongst others.

CCPB has been operational for 80 years, having first opened for business in 1940. Their state of the art bottling facility is based in Parow Industria, with distribution centres in Athlone, Worcester and Koelbly. For more information visit www.peninsulabeverage.co.za.