

**Press Release**  
**3 February 2016**

Over 260 school pupils were on their tiptoes awaiting the first glimpse of their shiny new shoes on a balmy morning last Friday, 29 January. The teams from the Lion Match Company and Blue Sky Society Trust arrived to an excited buzz of energy at Matabetulu Primary School in iNanda by the Shembe village Ebuhleni late last week.

Aptly named 'Soul 2 Sole', this incredible initiative aims to provide lower LSM schools in South Africa with a fresh new pair of Toughees school shoes, along with Lion Quality Shoe Polish to keep them looking newer for longer. Carla Geysler founder of the Blue Sky Society Trust had previously visited Matabetulu to size up a new pair of Toughees for every pupil and connect with the staff. Upon arrival, the team received a warm welcome from both pupils, teachers and parents alike.

Sitting in a long row, the ladies from The Lion Match Company fitted and handed over a pair of new shoes to beaming faces as their teachers looked on. The individual interaction took the initiative to the next level; a personal encounter encourages lasting kindness. As Principle Simon Gugu Mqadli says:

*"Thank you very much to Blue Sky Society Trust and Lion Match Group for the gift they have given to our children. It is very rare for us to receive gifts such as these. We are a very poor school and 50% of our children are orphans. Thank you very much, and our only wish is that one-day we can do as you have done to another school. Thank you for everything."*

The pupils weren't the only ones feeling elated on Friday; Lion Match Senior Brand Manager Milena Domiro expressed her gratitude on being part of the initiative:

*"On behalf of the Lion Match Company, we are ever so privileged to have had this opportunity to deliver Lion Quality Shoe Polish and school shoes to this wonderful community, both of which have been donated by Lion Quality Shoe Polish. We are eternally grateful to have been involved."*

Soul 2 Sole aims to visit several more schools before the end of the year, bringing smiles one pair at a time. Thanks are expressed to Lion Quality Shoe Polish, Blue Sky Society Trust and the staff from Matabetulu Primary School.

Check out the following links to see more:

<https://www.facebook.com/BlueSkySociety/?fref=ts>

<https://www.goodthingsguy.com/south-afri-can-stories/2987/>

<https://www.facebook.com/lionmatchproducts/?fref=ts>