



Anchor Yeast

Rymco (Pty) Ltd, Registration No. 2001/016795/07
22 Bunsen Street, Industria, Gauteng, South Africa
PO Box 43143, Industria 2042, Gauteng, South Africa
Tel No: 27 11 248-8200
Fax No 27 11 474-2362
www.anchoryeast.co.za

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To Whom It May Concern,

Since 2014, we have hosted an annual baking competition for grade 11 learners from 42 local schools. In 2014, we invited Shakes to present to the students – we were aware of his work with “Mind Power” and engaged him to run his session on “Victim to Victor”. We also invited employees to fill the seats that remained available in the auditorium. Shakes was incredible – students, teachers and employees alike were riveted. In forty-five short minutes he inspired the room to believe in themselves and to make a choice to succeed and throw away useless behaviours and beliefs. His ability to deliver a strong, very relevant message is incredible. He is able to connect to people irrespective of age, culture, gender or affluence. Shakes has since joined us every year and continues to inspire and motivate our participants. He has become as much part of our youth campaign as our team at Anchor.

He certainly lives up to his personal mission statement of, ““Constantly add(ing) value to people’s lives, by empowering them to believe in themselves”. He is infectious and we find everyone singing:

*“I’m alive, awake, alert, enthusia-**stic**”* for several days after we have all returned to our daily lives.

Thanks Shakes, we look forward to you inspiring us again at the end of July.

Yours Sincerely

Joanne Clarke
Director: Consumer Business