

NEWS RELEASE: For immediate release

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Stoke-on-Trent business, Cover and Legal, announces ambitious charitable project as its CEO is appointed Corporate Ambassador



Leading, Stoke-on-Trent based, insurance company Cover and Legal has today announced its ambitious, charitable project in partnership with SOS Africa, a small, UK based, grassroots child sponsorship organisation which enables children in Africa to break the cycle of poverty and reach their full potential.

Following another year of record sales, Cover and Legal has provided funding for the construction of an aftercare building from which a new education programme and special needs workshops will be ran; ensuring both children with the greatest potential can flourish and those likely to otherwise fall through the education system are supported in a safe environment with the necessary equipment.

Jay Mychalkiw, Group CEO of Cover and Legal has this week assumed the role of Corporate Ambassador for SOS Africa and commented on the plans: “Giving something back to worthwhile causes is something which is completely interwoven into our business culture. We are delighted to be able to share this story in the hope that other businesses get on board with the project as, once the aftercare building has been completed, there will be an urgent requirement for further fundraising”



“SOS Africa is a fantastic charity that really does make a difference to people’s lives, providing an immediate but very sustainable and measurable improvement in these children’s futures. We are delighted to provide this funding to SOS Africa where 100% of the donation will go to the project and enable SOS Africa to expand its scope of support to empower even more children through education within the region.”

Since its introduction in 2003, SOS Africa has supported 44 disadvantaged children, from grades 1 to 12, with a personal education programme tailored specifically to their needs and a holistic approach which enables children to break the cycle of poverty and reach their full potential.

Founder of SOS Africa, Matt Crowcombe commented: “The sponsorship provided by Jay and his team at Cover and Legal will enable us to provide essential education and care to significant numbers of underprivileged children from the local township communities. Thanks to this support we can help these children break the cycle of poverty and fulfil their potential. This sponsorship will create a lasting legacy of empowerment through education.

“We cannot wait to welcome Jay and his team to visit the new education centre and meet the programmes many beneficiaries early next year. We are also very excited about the new partnership which has been forged between Cover and Legal and SOS Africa and the positive impact it will have upon South Africa’s future generations.”

Construction of the aftercare building has now begun and the building itself will open in January 2017.

- Ends

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Notes to Editor:

About Cover and Legal

Cover and Legal has been operating in this business field for three years and is based at Cauldon Locks Shelton New Road, Stoke-on-Trent.

About SOS Africa

SOS Africa was founded in 2003 when it funded the education and care of one child to help break the poverty cycle. The UK charity has since grown to support the education and care of 44 South African township children.

SOS Africa currently operates in three areas in South Africa (Mafikeng, Grabouw and Terego), providing a holistic education programme to local township children.

As part of this programme the charity covers tuition fees, Aftercare support at SOS Africa Aftercare Centre's which provides the children with extensive support to supplement their education, food, transportation, equipment and clothing.