

## **Redefine takes Silver at the PRISMs for The Mentorship Challenge with Marc Wainer**

**Johannesburg, South Africa, 24 April 2018:** In a major recognition, JSE listed diversified Real Estate Investment Trust (REIT) Redefine Properties (JSE: RDF) together with their creative agency BRAND et al, have bagged the Silver in the Sponsorship category at the prestigious PRISM Awards, Africa's most sought after awards in the public relations industry for The Mentorship Challenge with Marc Wainer.

Now in its 20th year, the PRISM Awards are presented to public relations and communication professionals who have successfully incorporated strategy, creativity and professionalism into communication programmes that showcase a successful campaign.

The TV show hosted by the inimitable Marc Wainer unpacked the notion of mentorship, matching mentors and mentees in a remarkable partnership.

Considered as one of the most influential voices of his era in the property sector, Marc encouraged, cajoled and dared captains of the industry on the show to pledge hours to guide and shape the future of many young minds waiting to break the mould.

"The experience has been fulfilling as we have seen the progress and development of the mentees made over the past few months. This accolade would not have been possible without the pledges by the mentors whose efforts have laid the foundation of many success stories you will hear tomorrow," says added Marc Wainer, host, The Mentorship Challenge.

To date the show has banked 4444 hours from the likes of Grace Harding, CEO, Ocean Basket, entrepreneur Ntando Kubheka, Rene Otto, CEO, MiWay, Judge Bernard Ngoepe, singer Lira, Mike Coppin, Co-Founder, Fruit & Veg City, Nella Qata, Co-Founder, Yabasha Energy, Lebo Gunguluza, Executive Chairman, Gem Group of Companies, Yoni Titi, MD, Human Capital amongst others.

Acknowledging the award, Andrew Konig, CEO, Redefine Properties said, "Mentoring can be both fulfilling and humbling. We are honored to be recognised for our efforts."

"We believe that, in our socio-economic climate, the show was particularly relevant given the unemployment challenge, especially amongst the youth, in South Africa. In The Mentorship Challenge we found an innovative way to make a real difference in people's lives, and demonstrates our commitment to our country and its future leaders. Mentorship serves as a guiding hand out of poverty to success – securing a better and stronger future for South Africa"

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