

MEDIA RELEASE



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116 TOLL FREE NUMBER LAUNCHED TO REPORT CHILD ABUSE

leo™ is pleased to be in partnership with Lifeline/Childline and various other local and international role players, on the "one-one-six" report child abuse project. Launched on the "Day of the African Child" the project aims at providing a platform, for children and adults, to report and prevent child abuse.

The 116 toll free number will be accessible through all Namibian fixed and mobile networks and will be manned by professionally training counsellors of Lifeline/Childline. It is Lifeline's experience that callers will call more than once, before the caller has the courage to talk to a councillor.

Speaking in Windhoek, leo's Chief HR, Corporate & Regulatory Affairs Officer Stanley Similo said: "leo™ is proud to be involved with this credible and most worthy project. Our aim, as a cellular operator, is to provide services to our clients that go beyond making and receiving calls. Lifeline/Childline provides a vital service and plays an important role in the Namibian community. It is also encouraging that the international community have deemed it necessary to be part of this project."

Together with the launch event, various other communication activities have been planned by Lifeline/Childline to promote the one-one-six number.

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PHOTO CAPTION: fltr: Stanley Similo and Leonie Prinsloo from leo, Bernadette Harases and Nadia Belete from Lifeline/Childline

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