



water & sanitation

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INTERNET ARTICLE

South African celebrities join the water conservation train

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'Celebrities' are known to be role models that young people look up to for direction, as they for most of the time envy them and their lifestyles. It is refreshing therefore to see some of South Africa's cream of the crop joining the bandwagon of engaging in massive water conservation practices and awareness raising.

Young people will copy almost everything celebrities do or any coolest trend in town at any one time; because of this, famous personalities are the perfect tools to drive the message to a wide audience.

From Basetsana Khumalo who is one of South Africa's oldest 'it' girls who remain relevant, to DJ Siyanda Tshabalala who appeals more to the younger age group, these VIP's have recently dedicated their time and influence to spread the messages of the importance of using water sparingly through their social media pages and other public platforms. Some go as far as attending Ministerial events to vouch their support for the department's efforts in curbing water woes.

Chriselda Kananda, also a well-known face in South Africa's social circles pledged her support during the Department of Water and Sanitation's event in Khayelitsha, Cape Town earlier this year, saying that water conservation is not the government's sole responsibility, but that of every individual who uses water. "It's your water, conserve it" she urged.

Other celebrities who have decided to make saving water part of their businesses are Hlengiwe Mhlaba, who's spreading the word in her drought-stricken home Province of KwaZulu-Natal, especially through her music. Others include Ashifashabba, DJ Oskido and Walter Mokoena.

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