



## **EFF CONGRATULATES SABC 1 ON ITS MEDIA GOLD AWARD AS THE MOST ADMIRED BRAND IN LESOTHO**

Wednesday, 01 June 2022

The Economic Freedom Fighters (EFF) congratulates SABC One (1) on its Media Gold Award for the most admired brands in Lesotho in the 2022 Brand Africa 100. Brand Africa is an initiative that was established in 2010 to 'inspire a brand-led African Renaissance to drive Africa's Competitiveness, connect Africa, and create a positive image of the continent'.

The EFF supports this initiative as it contributes to the developmental and unity of Africa. Brand Africa has reported that over the past 10-years, on average only 20% of the leading brands admired by Africans were made in Africa.

As such, the EFF is proud that one of our own has topped these prestigious awards that celebrate and support African brands.

The EFF further calls on the Minister of Communications and Information Technology to use this award as an opportunity to provide deliberate leadership to expand SABC 1 across the continent.

### **ISSUED BY THE ECONOMIC FREEDOM FIGHTERS**

Sinawo Thambo (National Spokesperson) 072 629 7422

Leigh-Ann Mathys (National Spokesperson) 082 304 7572

Sixelise Gcilishe (National Communications Manager) 071 142 1663

✉ [communications@effonline.org](mailto:communications@effonline.org)

🌐 <http://www.effonline.org>

🐦 @EFFSouthAfrica

📷 @EFFSouthAfrica

📘 Economic Freedom Fighters