

Bay Harbour Market supports SMIPES initiative

Bay Harbour Market in Hout Bay, Cape Town, has confirmed its support for the SMIPES initiative which aims to generate funds for vulnerable children in South Africa.



SMIPES is a new brand of serviette, the name being derived from the brand's promise: wiping smiles across South Africa. But SMIPES is no ordinary serviette - it stands for the support of early childhood development (ECD) in South Africa, under the auspices of the Green Room Trust, a Hout Bay-based non-profit organisation.

All funds raised, equating to 2.5 cents for each serviette, will go towards the funding of early learning centres across South Africa.

"We are extremely excited by this social initiative, as it goes to the heart of our business - creating happiness and smiling faces by helping those in need - in this instance honouring our stated intention to provide opportunities to the less privileged families in Hangberg. It is encouraging to see how our traders and visitors have embraced the concept, and are making a contribution," says Anthony Stroebel, co-founder of Bay Harbour Market.

The first ECD programme in Hout Bay is Little Angels, a faith-based family home that cares for vulnerable babies in Hangberg. Says Liezel Williams, the principal of Little Angels: "We are so grateful to the people at Bay Harbour. It is this kind of involvement by the Hout Bay community that helps to give our children hope for a better life."