



**Media statement**  
**- 11 September 2015 -**

**2.2 mil views in 2 weeks for SCOUTS South Africa's new advert**  
**[Learn It Young. Remember It Forever.](#) #BePrepared**

On the 24<sup>th</sup> of August SCOUTS South Africa, with the support of Not Norm Advertising Agency and Velocity Films, launched their new Awareness Campaign '[Learn It Young Remember It Forever](#)'. Two weeks later they have over 2 million views worldwide on You Tube.

"We are delighted and at the same time humbled by the overwhelming interest in our advert", says SCOUTS South Africa CEO Milly Siebrits. "The fact that so many people from within Scouting but also the advertising world have spoken highly about the concept highlights the poignant and relatable nature of our message. The lessons we learn as a child are often the most important lessons of our lives. Before the age of adolescence, your ability to learn and remember is exceptional. In fact, as a person you learn most of your foundations and values in those early formative years. With 12 million South Africans living in extreme poverty, Scouting empowers children to be prepared and gives them the values and skills they need to overcome life challenges. We hope this advert will enhance the profile of Scouting in South Africa so we can welcome new members to our Movement" she adds.

The '[Learn It Young Remember It Forever](#)' campaign is the brainchild of Gavin Whitfield, Executive Creative Director of Not Norm Advertising Agency. "It occurred to me how much of what I know I learned before I was 16. Those skills are 'forever' learned. Like riding a bicycle or swimming or how to catch a ball - they become instinct. They're latent, just waiting for when they're needed. Scouting focuses on young people learning in a fun environment. It teaches so many things that this country is in desperate need of. I think SCOUTS SA has a real role to play" he says.

"It's a simple concept to understand, which is also the strength of the idea", explains Gregg Bailey from Velocity Films. "Scouts teaches life skills, important skills you might need one day - it could be the difference between life and death."

SCOUTS South Africa is an independent, non-profit educational movement dedicated to the development of young people in achieving their full potential as individuals and responsible citizens. Central in this programme is a continuous transference of values such as honesty, loyalty, responsibility, respect; all aimed at governing individual behaviour and the development of strong leadership skills that will equip members to be of service to others and to their communities.

**- THE END -**

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