

evoke

movement created • change inspired

Itsadiva:
*great women
of today?*

Going green?
*should we be
interested?*

Addiction:
is it my problem?

NGO of
the month

Those lending a helping hand:
*great stories of those who are making
a difference.*



from the editor

It is with the greatest of pleasure for me to introduce to you EVOKE MAGAZINE, my brainchild, my heart and my dream come true.

EVOKE came to me quite literally in a semi-conscious state before nodding off to sleep. I'd been working with African Divas and Itshepeng for about a year at this time and I'd been experiencing what I identify now as a shift in consciousness over the previous few weeks leading up to this shift. For some time I'd been a bystander to what these two Organizations were trying to do and starting to achieve. As a young South African, I too had been tarnished by the negative aspects of South African living that our media so persistently and eagerly portray to their audience. I was tired, downhearted and an overall pessimist as I sat down on my comfortable couch in-front of my T.V and enjoyed wallowing in my own self pity and lack of gratitude. One day last year I was asked to meet with African Divas and Itshepeng for a general meeting to discuss how I could help the community of WESTBURY, BOSMONT, CORONATIONVILLE & NEWCLARE. Itshepeng and African Divas were already doing the best they could by running a feeding scheme and focusing on skills development, training and creating employment within these areas. When I heard the story behind these two dynamic women and observed their differences and how they'd fused their passion along with their determination, I was instantly inspired.

I came to realize that I was a pessimist without reason, not that there is such a thing as a reasonable pessimist. When I observed what the communities in these areas experience everyday and call LIFE, I realized how ungrateful I'd become, how selfish I was in my needs and how little I was doing to contribute to my own future by not contributing to someone else's.

With this the idea and concept of EVOKE MAGAZINE was born. The name speaks all it needs to in regard to our purpose. I wish to EVOKE in you what was EVOKED in me when I saw how much I can change my little world, simply by helping to shape another's.

In this, our 1st edition we bring you the history around Itshepeng & African Divas and the 2 brave and beautiful souls who took each other's hand and with the purity of their hearts strive to continue uplifting people's moral and lives by giving them hope. We bring you an NGO of the month who continues to do their bit for us, the South African people. A respected and highly qualified Therapist introduces



the concept of AWARENESS around addiction in the work place, a must read for all employers, employees as well as families. We bring you Green living facts and pointers on what self sustainability means for you and how to apply it in our lives. An ex South African sniper relays his hair-raising experiences on the streets of Johannesburg as he provides shelter for abused woman forced into prostitution. Companies that thrive on giving as much as they get encourage healthy competition within our Corporate environments to be aware of how wisely or unwisely CSI budgets are being spent. We'll introduce you to organizations and small entities who share our passion and strive to make YOUR future more colourful. Our artists, musicians and sportsmen & women who hail from our communities get their opportunity to shine as we assure them they now have a voice through EVOKE MAGAZINE.

Thank you for choosing EVOKE MAGAZINE, you are already making a difference. We look forward to sharing our next edition with you that will be jam packed with more exciting stories and articles of interest as well as fresh new ways to see ourselves as SOUTH AFRICAN's.e

A handwritten signature in black ink, appearing to read 'Langford'. The signature is stylized and fluid.

of interest

watching our planet

Super foods!

We all know good nutrition makes a difference to how we feel and to our overall longevity. However there are certain foods that add more of a punch to our immune fighting systems than others. Add some of these foods for an extra boost this Spring:

- **Maize meal:** This staple food is rich in energy. Energy deficiency is still one of the most crucial unmet needs for the bulk of our citizens.
- **Legumes** (dry cooked beans, peas, lentils and soya): They are rich in plant protein, dietary fibre, vitamins and minerals and other phytonutrients that protect against degenerative diseases.

- **Low-fat milk and yoghurt:** Low-fat milk and yoghurt are our best sources of high-quality protein, B vitamins and calcium.

- **Pumpkin and sweet potatoes:** These two relatively inexpensive vegetables are rich sources of beta-carotene that's transformed into vitamin A in our bodies. The humble sweet potato has the added advantage of a low GI and high dietary fibre content, and has been called 'the queen of vegetables'.

- **Cabbage and broccoli:** Cabbage and broccoli are rich sources of antioxidants such as vitamin C and beta-carotene.

- **Fatty fish:** Fish with a high fat content is loaded with omega-3 fatty acids, which protect us against most degenerative diseases, from arthritis to heart disease.

- **Citrus fruit:** Citrus fruit (grapefruit, oranges, naartjies and lemons) is an ex-

cellent source of vitamin C, which boosts immunity and protects us against infections.

- **Beetroot:** Beetroot is rich in folic acid, and the pigments that give these vegetables their red colour have been identified as potential anti-cancer agents (NY Times, 2008).

- **Dates and dried fruit:** All dried fruits are rich in energy, antioxidants, iron and dietary fibre, and most have a low (dried apricots and prunes) or intermediate (dates, raisins and sultanas) GI.

- **Peanuts and peanut butter:** Rich in monounsaturated and polyunsaturated fats, B vitamins and plant protein, peanut butter and peanuts have been a staple food in Africa for many years.

Source: *Health 24*



Good Morning!

Just the smell of coffee could be enough to wake us up in the morning, a new study suggests. Researchers found that the aroma of coffee helped restore brain activity in sleep-deprived rats to normal or near-normal levels.

The finding, published in *New Scientist*, has led to suggestions that factory owners should pump the smell of coffee into the building to revive flagging workers unable to have a cup.

Source: *The Telegraph*

Did you know?

One quarter of the brain is used to control the eye. We actually see with our brains, with the eyes basically being cameras.

The universe says:

Saturn is the only planet in our solar system that is less dense than water. If you could build an imaginary gigantic bathtub, Saturn would float in it!

We bet you never knew...

The rocks around Barberton in Mpumalanga are some of the most ancient in the world - over three billion years old. They are also the most accessible formations and NASA scientists come here to gain an idea of how life might form on distant planets.

Blyde River Canyon is the third largest canyon in the world - and the largest green one. The Grand Canyon in the US is the biggest, and the Fish River Canyon in Namibia the second, but both are dry as bones.

The only street in the world to house two Nobel Peace prize winners is in Soweto. Nelson Mandela and Archbishop Desmond Tutu both have houses in Vilakazi Street in Soweto.

Scientific studies from South Africa and Japan corroborate findings of potent antioxidants in an indigenous herb tea from the South-western Cape. Called Rooibos, this red tea is the only other tea in the world which undergoes a fermentation process like black tea.

Fermentation turns the leaves of Rooibos from green to a deep red colour and gives it a slightly sweet note with a deep body. Rooibos, unlike black and green tea is completely caffeine-free.

Source: *South African Catalogue*



Green cleaning...made easy!

• **Glass Cleaning**

Combine equal parts white vinegar and water in a spray bottle. Clean with rags, paper towels, or newspaper.

• **Air Fresheners**

House plants, the all natural air freshener! Open your windows! Baking Soda in the fridge and garbage can absorb odours. Boil and then simmer a few sections of a citrus fruit or cinnamon or cloves in a pot with water for an hour. Add a drop or two of your favourite essential oil on the inside of your toilet paper roll. Each spin will release a fresh scent to your bathroom.

• **All Purpose Cleaners**

Vinegar and salt mixed together make a good surface cleaner. Baking soda



(4 Tbsp) and warm water (1 litre) is a good general cleaner. Baking soda on a damp sponge. This will clean and deodorise all kitchen and bathroom surfaces. Mix 3 Tbsp white vinegar, 1 tsp vegetable oil soap, 3 cups hot water. Use from a bucket or a spray bottle and wipe clean.

“ Cyclone Nargis wrought havoc and destruction in southern Myanmar on 2-3 May, leaving more than 130 000 people dead or missing and destroying vital infrastructure. Almost US\$ 7 million in donations have been pledged so far towards these efforts and a further appeal is planned. ”

Essential Medicines

In 1977 the first list identified 208 essential medicines to battle the global disease burden at the time. Today's list of 340 medicines treats such priority conditions as malaria, HIV/AIDS, tuberculosis, reproductive health and, increasingly, chronic diseases such as cancer and diabetes. Progress over the last 30 years has been significant: currently 156 of the 193 WHO Member States have official essential medicines lists.

Source: *World Health Organisation*





British Chamber of Business in Southern Africa

The British Chamber of Business in Southern Africa is a non-profit organisation whose primary objective is to facilitate the nurturing of mutually beneficial relationships between

British and South African businesses in SA and the UK.

Key Activities

Business Intelligence

The Chamber disseminates relevant business information which provides its Members with trade opportunities, thereby creating a forum for the cross pollination of ideas and the promotion of initiatives and information flow between Europe, the UK and southern Africa.

Special Interest Forums

(Workgroups)

The special interest Workgroups underpin the Chamber's operating model that address issues relevant to members and organising appropriate interventions for and on behalf of members. Workgroups cover topical business themes such as bbBEE, Trade & Investment, Infrastructure, the Environment, Energy, Security, Water and Governance. The activities and initiatives of the workgroups aim to build the reputation, credibility and attractiveness of the Chamber for its members and ultimately aim to play a role in influencing government policy.

The Workgroups also serve a secondary purpose, which is to educate members, other stakeholders and government with respect to the overall dynamics of business when measured within the context of the South Africa environment.

Benefits of membership

Networking and Other Events

Events are staged to facilitate networking across all areas of business, and members have access to information and can participate in the latest networking events arranged by the Chamber and/or UK Trade & Investment. The Chamber also co-operates with other bilateral Chambers and interest groups on business surveys, business functions, networking events and briefings.

Through regular regulatory updates, Chamber Members receive information on issues around policy, trade, taxation, bbBEE and more.

The Chamber provides a regular source of Business Intelligence dealing with current topical information affecting business and investment in Southern Africa, the UK and globally. Members are also encouraged to circulate through the Chamber, information that will benefit their own sectors as well as other Chamber Members.

The Chamber website offers a Chamber Membership Directory with details and links to those websites, as well as other information, news, contacts, events, advertising and more.



BRITISH CHAMBER
OF BUSINESS IN SOUTHERN AFRICA

Networking and Events Driven Outcomes For Business

PERFORMANCE WITH PURPOSE

By becoming a member of the Chamber, your business can benefit from and contribute to improving trade and investment opportunities in the region. **e**



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to sing

to create an art

Laurie Levine

2007 South African music award (SAMA) nominee, Laurie Levine is fast building a reputation in the South African industry as an artist with a fresh approach and a unique sound. She is a prolific songwriter and has a jazzy, soulful voice that breathes life into her songs and embodies the emotional core of her music. Laurie Levine's music comes from the 'heartspace', the word poet Breyten Breytenbach uses to describe South Africa's anguished beauty. Her lyrics touch our 'unspoken' corners; her sounds are a contemporary interpretation of true folk.

Levine's debut album, *Unspoken*, draws on her personal tales of longing and hope to render an atmospheric and electric terrain.

“Unspoken, an entirely independent release, was nominated for a 2007 South African Music Award (SAMA)”

It was nominated in the hotly contested category of Adult Contemporary English – it was up against Johnny Clegg, Just Jinger, Chris Letcher and Harris Tweed.

At the core of 'Unspoken' are a clutch of songs that waste no time in laying claim to the heart of any listener through Levine's ability to move from the intimate ('In Your Arms') to minutely-observed social commentary with the ease of someone born to it. Laurie lives in Johannesburg, and performs regularly in and around South Africa. Her unique songwriting and mature vocal talent has earned her national radio play and performance slots at some of South Africa's premier music events and festivals, including an opening performance for Rodriguez in London and at the Bassline in Johannesburg. She recently opened for Joe Jackson at the Montecasino's Teatro theatre and she also directed and featured in *Ancestral Grooves*, an orchestral show which played to full houses and standing ovations at the Old Mutual Theatre on the Square in May 2008.

In 2003 she began a close working relationship with the Drum Café, an association that has impacted significantly on her creative life. The relationship saw the publication of *The Drum-café's Traditional Music of South Africa*, which Levine wrote. The book is today considered a valuable resource by academics and musicians.

Laurie is currently in studio working on her second album. [e](#)

