

Bata gets boots on the ground for KZN flood clean-up

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Showing its support for recovery and relief efforts in the aftermath of the devastating April floods in KwaZulu-Natal, footwear manufacturer and retailer, Bata South Africa, has donated 200 pairs of gumboots to non-profit company, The Litterboom Project (TLP). The organisation is among various civic organisations that have had their work cut out tackling pollution and debris scattered across the province's beaches after the storm. The boots are being used by TLP volunteers and staff helping to get the province's beaches clean again.

Since 2017, TLP has worked to alleviate the increase in marine plastic pollution, by using a plastic catchment system in the local rivers instead of dealing with it only at the oceans. TLP also hosts regular beach clean-ups and has been hard at work since the floods at locations including the Durban beachfront, Beachwood Mangroves, Umhlanga and Umdloti Beaches.



Bata South Africa Managing Director, Michael Wyatt, said, "As a business with its base in KZN, we've been especially moved to see the devastating impact of the flooding on lives and livelihoods, in addition to the obvious damage to roads and infrastructure. As Bata South Africa, we wanted to stand up and make a difference – and helping to keep clean-up teams safe, clean and dry was one way we could get involved quite quickly. We'd like to commend all the organisations like The Litterboom Project who have been leading initiatives to recover and rebuild since the floods."

CEO of The Litterboom Project, Cameron Service, said, "Boots are a big help for our teams on the beach and in the rivers and we're thankful to Bata South Africa for reaching out and for showing support to the work we are doing. We rely heavily on the support of the local communities, business sector and general public to implement and maintain our operations throughout the country."

Service said the massive coastal effort underway still needs donations of heavy machinery, chain saws, mini skips and funding to cover staff who are working alongside the public to get KZN's beaches clean again.

Donations to The Litterboom Project are welcome via the "Donate" button at www.thelitterboomproject.com or via Zapper zapper.com/url/A3J9bSR90Y.

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