

19 June 2012

## New Era For HIP2B<sup>2</sup>

The management team of HIP2B<sup>2</sup> is taking ownership of the brand and is growing it as a social enterprise. The youth organisation promotes the study of maths, science and technology-related subjects, entrepreneurial skills and analytical thinking, and was started as the inspirational outreach following Mark Shuttleworth's trip into space in 2002. HIP2B<sup>2</sup> has been funded by him ever since, but, from 1 June 2012, it is charting a new course as an independent operation.

"The HIP2B<sup>2</sup> team has built unique insight into youth inspiration and aspirations, and I'm delighted to see them shape that into something that does good and does well at the same time," said Mark Shuttleworth.

Cathryn Treasure has been responsible for HIP2B<sup>2</sup> since 2008 and will continue to lead the operation.

According to Treasure the HIP2B<sup>2</sup> brand touches the lives of its target market and drives positive social change, but she believes its ultimate success lies in continuing to build strong partnerships with business and government to ensure its future sustainability. To this end HIP2B<sup>2</sup> has formed partnerships with 3M, Capitec and SAASTA (South African Agency for Science and Technology Advancement).

"Social enterprises bring a focus on sustainability to the world of social development," says Julia Fourie. "Many of the Shuttleworth Foundation's projects, such as Breadbin Interactive, have subsequently become sustainable agents of change, and we are excited that HIP2B<sup>2</sup> has opted for this approach, retaining deep skills and unleashing the management team."

"I wish the HIP2B<sup>2</sup> team all the best as they continue to inspire young minds to be curious," says Shuttleworth. "By encouraging learners to think about what they can be, we set them on the path to greatness. Young South Africans need to be confident they are as capable of inventing, taking the lead and producing a 'first' as anyone else in the world, and Cathryn knows how to bring that home to her audience. It has been a pleasure to support the project for the past decade and I am proud to have been associated with their work."

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About HIP2B<sup>2</sup>:

HIP2B<sup>2</sup> aims to inspire behaviour changes among South African school learners so they continue their studies of maths and science until Grade 12. By presenting content in a fun yet relevant way and showcasing the many career opportunities offered by studying maths and science-related subjects, HIP2B<sup>2</sup> works to overturn any negative perceptions learners might have about these subjects.

HIP2B<sup>2</sup>'s multiple touch points include a website, a Facebook page, MXit, Twitter, a Champion's programme, a magazine and national events. An online radio station was added to the mix in July 2011.

NOTE TO MEDIA:

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