



GAUTENG PROVINCE

SOCIAL DEVELOPMENT
REPUBLIC OF SOUTH AFRICA

MEDIA ADVISORY

TO: ALL MEDIA

ATTENTION: NEWS EDITORS

DATE: 08 JUNE 2023

FOR IMMEDIATE RELEASE

MOVIE ALERT: Malaika movie to showcase phenomenon of *blessers and blessees*

ON SATURDAY, 10 JUNE 2023 - The Gauteng Department of Social Development will host a preview session of the movie '*Malaika*' which is envisaged to educate the society about the phenomenon of *Blessers and Blessees*.

This phenomenon has been widely used in South Africa over the years as a transactional form of sex in which older rich men (Blessers) tend to entice young women and girls (Blessees) with money and expensive gifts in exchange of sexual favours.

"As government, through the movie Malaika, we want to urge society, particularly mothers and teachers to look after girl children, and to give them the necessary support to evade social ills such as gender-based violence, HIV/Aids, teenage pregnancy, substance abuse, and human trafficking," said Chief Director for Stakeholder Relations, Research Coordination and Population Development, Bongani Ngomane.

Media is invited, details of the preview session are as follows:

DATE: Saturday, 10 June 2023

TIME: 08h00

VENUE: Ster Kinekor, East Rand Mall

-ENDS-

Issued by the Gauteng Department of Social Development

For more information, please contact GDSD Men's Forum, Veli Shongwe on 076 920 1346.