

It's all about the ladies - Epiroc celebrates Women's Day

Epiroc is an avid supporter of women empowerment and actively participates in initiatives which uplift them both in and out of the workplace. To commemorate National Women's Day and in aid of the Jes Foord Foundation Handbag Project, the globally renowned mining and engineering specialist hosted a lady-centric day on 08 August 2019.

The Jes Foord Foundation was established in 2008 by rape Survivor Jes Foord and provides free trauma counselling for survivors of rape, molestation and sexual assault as well as to the family and loved ones affected by the trauma. Forming part of the Foundation, the Handbag Project collects donations of new or used handbags that contain items such as a facecloth, soap and new underwear, which can assist a rape victim during the initial reporting process at the police station. The bag also includes a letter with a few words of encouragement to assist in restoring hope to the victim during the traumatic time. To date the Handbag Project has packed and delivered over 51407 rape comfort bags to survivors all over South Africa.

"We want to make a difference in the world and this Women's Day it was all about women supporting one another, which is why we chose to support the noteworthy Jes Foord Foundation Handbag Project," states Regional Communications and Academy Manager at Epiroc, Kathryn Coetzer. "Epiroc's self-care day not only celebrates our dynamic ladies, but also represented women taking action and helping other women in need."

On the day 25 enthusiastic female employees gathered at the Epiroc office in Jet Park Johannesburg, armed with their unique entrance fee of a used handbag, which would be filled with items by the company and donated to the Jes Foord Foundation Handbag Project. Upon arrival the ladies enjoyed a scrumptious breakfast to get them energised and ready for a fun-filled, inspirational event.

The agenda kicked off with participants writing and decorating comforting notes to accompany their bags and was followed by a motivational talk on mind, body and soul self-care and positivity which was presented by Reality Wellness Group. Following the thought-provoking talk, the women let their creativity shine by creating paper flowers which went on to form part of a beautiful flower wall. Donning comfortable clothes, the participants then got their toes tapping and grooved to the beat for an hour during the high-energy dance exercise called pound dance. The ladies were also treated to a delicious lunch and snacks.

"The remarkable women in Epiroc play a key role in us maintaining our position as a pioneering industry leader, and it was great to see a different side of them as they eagerly participated in these stimulating activities," says Kovashni Govender, Academy Training Coordinator at Epiroc. "The positive atmosphere and camaraderie amongst the ladies were heart-warming."

The day ended on a high note with each participant waking away with bath salts, personalised water bottles and gym towels as well as a new perspective on how they can care for themselves and others. According to Kovashni, the

company hopes that the female employees not only enjoyed the day's diverse activities but also learnt more about themselves.

"We truly appreciate the hard work and commitment that Epiroc women display daily in their jobs and therefore we are pleased that the self-care day gave them the chance to let down their hair. We are also extremely proud to have made a positive impact to the lives of women by contributing to the well-deserving Jes Foord Foundation Handbag Project," concludes Kathryn.

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Epiroc is a leading productivity partner for the mining, infrastructure and natural resources industries. With cutting-edge technology, Epiroc develops and produces innovative drill rigs, rock excavation and construction equipment, and provides world-class service and consumables. The company was founded in Stockholm, Sweden, and has passionate people supporting and collaborating with customers in more than 150 countries. Learn more at www.epiroc.com.

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