

Kreate Celebrates 20th Birthday by Sponsoring the Education of 20 SOS Africa Children

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London based experiential agency [Kreate](#) made the headlines today as they announced their sponsorship of 20 underprivileged African children through the [SOS Africa](#) Charity from January 2015. Kreate is in the business of event staffing and campaign planning and was Winner of the IPM Experiential Supplier, Staffing Agency & Company of the Year awards from 2012 to 2014. They recently decided that the best way to celebrate their 20th anniversary was to reach out globally, just like some of their marketing campaigns, and get involved in the fight against poverty in Africa.

This act of generosity has enabled SOS Africa to increase the number of children supported by its education programme to 39 this January. In return for their support, each of the company's employees will receive regular updates on the progress of the children they are empowering through education.

Kreate's CEO Steve Evans approached SOS Africa offering the company's support last year: **"To commemorate our 20th year, I thought we could support 20 children through school in Africa. At Kreate we put a great emphasis on training and education across our Head Office staff and Brand Ambassador teams. And 100% of SOS Africa's donations go directly to educating children who would otherwise not be able to go to school at all. At our current level of business, every staff day booked through Kreate sends one African child to school for a day. We plan to reach 30 children by the end of 2015."**

SOS Africa co-founder Matt Crowcombe is delighted by the opportunities the new partnership will offer the charity's children: **"We can't thank Steve and his team enough for their hard work and dedication which has enabled us to significantly expand our scope of support to help more of the country's most needy children. We look forward to sharing the consequent success stories with the people who have made them possible."**

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