#### **ABOUT TIME**

Read more about our event, and the phenominal speakers for the day

#### PHYSICAL EMPOWERMENT

Focusing on health and fitness to help our chicks build physical strength to match their unstoppable spirit!

#### **GROW YOUR BUSINESS**

Our bi-annual business growth challenge is starting soon - entrepreneur or small business? join now!

#### IN FULL FLIGHT

A FULL EVENTS CALENDAR OF WHAT WE HAVE IN STORE FOR 2025







### Celebrating love, empowerment & goals this February

Dearest Chicks,

As the month of love unfolds, I've been reflecting on how often we focus on loving others—our partners, family, and friends—while forgetting one of the most important loves of all: self-love.

This year, I'm choosing to love myself deeply and intentionally, and that's why I've set my goals for 2025. These aren't just about achievement; they're about honoring myself, my dreams, and the life I want to build. To create balance and purpose in everything I do, I've divided my goals into three pillars—Mind, Body, and Soul.

Loving yourself also means surrounding yourself with people who lift you up. The ones who cheer for you, support you, and remind you of your worth on the days you forget. That's why I'm so excited to announce that United Chicks Association will be hosting our first annual Galentine's Day event on February 13th. This day is all about celebrating the women in our lives who empower and inspire us, and it's the perfect opportunity to show love, kindness, and support to one another.

Because when women come together, magic happens.

If you're hosting your own Galentine's celebration, we'd love to see it! Snap some photos and send them to us—you might just be featured in next month's issue of The Femme Fatale.

This issue is packed with inspiration, practical tips, and stories from incredible women who are chasing their goals and spreading empowerment. Let it serve as your reminder that when you set your intentions, love yourself fiercely, and embrace your community, there's truly nothing you can't achieve.

Here's to a February filled with love—for yourself, your dreams, and the amazing women who walk alongside you.

With love and empowerment,





# THE FEMME FETALE | UNITED CHICKS ASSOCIATION | FEBRUARY 2025

# In Full Flight

#### Activities & events to look out for

	,	WENTY-TWENTY-THRIV						
	JAN  1st Femme Fetale Magazine gets released  5th #UCAPhoenixGlowUp Challenge Starts	FEB  1st Femme Fetale Magazine gets released  6th #UCAPhoenixGlowUp Challenge Ends  13th Members' #Galentines Lunch	MAR  1st Femme Fetale Magazine gets released 1 - 31st Bi-Annual Business Growth Challenge  15th #AboutTime Public Networking Event  25th Quarterly Spotlight Webinar					
	APR 1st Femme Fetale Magazine gets released 10th Members' #HoppyGatherings Lunch	MAY  1st Femme Fetale Magazine gets released  1 - 31st #UCAPhoenixglowUp Challenge	JUN  1st Femme Fetale Magazine gets released  5th Members' #WinterWarmer Lunch 26th Quarterly Spotlight Webinar					
	JUL 1st Femme Fetale Magazine gets released	AUG  1st Femme Fetale Magazine gets released  8 - 10th Members' #AnnualBirthdayBreakaway  28th Quarterly Spotlight Webinar	SEP  1st Femme Fetale Magazine gets released  1 - 30th #UCAPhoenixGlowUp Challenge					
<i>!</i>	1st Femme Fetale Magazine gets released 2nd Members' #FemmeFusion Lunch 8th UCA Fund-raising Golf Day	NOV  1st Femme Fetale Magazine gets released  1 - 30th Bi-Annual Business Growth Challenge  27th Quarterly Spotlight Webinar	DEC  1st Femme Fetale Magazine gets released  4th Members' #Chicksmas Lunch					







#### **3-MONTH PACKAGE**



#### **6-MONTH PACKAGE**



#### **ANNUAL PACKAGE**



#### RAISE AN AMOUNT OF



We're empowering current and aspiring female entrepreneurs by funding their journey to business ownership. Donate today and help shape a successful future for others!ts at 7 pm

#### **United Chicks Assocation**

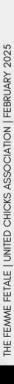
**FNB Business** 

Acc Nr: 63118728766

Branch: 250655

Ref: Donation + Your Name





### "ABOUT TIME"

It's about time we rise together, fearless and unapologetically bold.

It's about time to stand as women who lift and support one another, knowing there's room under the sun for every dream, every business, and every voice.

It's about time to be loud, wild, and free—to promote ourselves and each other without hesitation.



#### **UCA'S 1ST IN-PERSON NETWORKING EVENT**

### "ABOUT TIME"

Join us for an extraordinary event that celebrates the power of connection, collaboration, and courage. Be inspired by dynamic guest speakers who will share their journeys, insights, and expertise to ignite the fire within you.

Connect with like-minded women, entrepreneurs, and innovators, forging meaningful relationships that will help you grow and thrive—not just in business, but in every area of your life.

Don't wait—it's about time to claim your place, own your power, and step into greatness. Let's rise together

DATE & TIME

saturday, 15 mar '25 | 10h00 - 13h00

LOCATION

nice to meat you, 49 fried st, kempton park ah





learn more about our speakers for the day on the next few pages....

#### A Journey of Resilience, Innovation & Impact

Born into an entrepreneurial family, with a father deeply ingrained in business, Mala's journey began at the age of six, assisting in her father's shop. This early exposure to commerce sparked a passion that would shape her future endeavours.

Despite facing financial constraints that prevented her from pursuing a traditional university education, Mala embarked on a part-time study of chemical engineering through INTEC, all while honing her skills in various roles during her schooling uears.

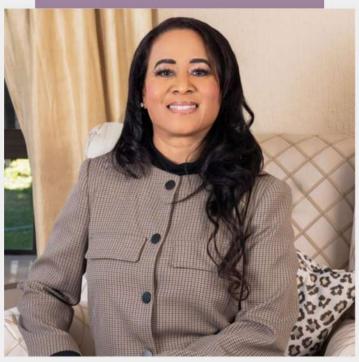
Mala's first foray into the professional world led her to the pharmaceutical realm, where she worked as a medical representative, detailing new drugs to healthcare professionals. It was during this time that fate intervened, propelling her towards a career in marketing. When a maternity leave vacancy arose in the marketing department of her company, Mala seized the opportunity, discovering her true passion for the intricacies of marketing strategy and communication.

Her journey epitomises the diverse pathways available within the marketing sphere, from specialised roles like digital marketing and event management to the broader spectrum embraced by generalists like herself.

Breaking gender barriers was a recurring theme in Mala's career. She navigated through male-dominated environments, facing linguistic and social challenges along the way. However, armed with resilience and an unwavering belief in her capabilities, she persevered, carving out her space in the industru.

Today, Mala Suriah currently serves as the CEO at Fundi, an education finance and fund management specialist. In her role, she continues to leverage her expertise and leadership to drive innovation and empowerment within the realm of education finance, embodying the ethos of excellence and resilience that defines her remarkable journey.

#### **MALA SURIAH**



Her dedication to bringing access to education to those working in the public sector speaks to the broader challenge of educational equity and inclusivity. Through her communication efforts, Mala advocates for the importance of democratising access to education, particularly considering the historical disparities and injustices in South Africa's education system.

Additionally, the multitude of Fundi CSI initiatives that have been spearheaded by Mala demonstrate a commitment to empowering individuals and communities. By providing resources, support and opportunities for personal and professional development, Fundi's initiatives contribute to building a more skilled and empowered workforce, thereby addressing broader socio economic challenges in South Africa.

Overall, Mala Suriah's work at Fundi encompasses a holistic approach to addressing multifaceted challenges in the education sector. From affordable loans to educational solutions that can assist students in achieving their dreams, Mala's initiatives are making a tangible impact in addressing systemic barriers to education access and success in South Africa.



#### A Journey of Leadership, Resilience & Empowerment

Raised in a small town in the North West, Taryn-Lee Potgieter grew up with bare feet, wild hair, and a fearless spirit—a foundation that shaped her bold approach to business and leadership. Coming from an entrepreneurial family, she witnessed firsthand the power of determination, adaptability, and resilience as her parents built their business from the ground up.

Although she faced challenges in accessing traditional higher education, Taryn-Lee embraced the mindset instilled by her mother: "They can take everything from you except your knowledge." This philosophy became her driving force as she worked her way up across industries, gaining hands-on experience in executive support, project management, strategic coaching, and leadership roles.

Her diverse career spans roles such as EMEA Chief of Staff in Customer Transformation & Salesforce, at PwC, Account Director and Head of Operations at other boutique firms—each sharpening her ability to streamline operations, manage complex projects, and foster meaningful client relationships. She has navigated corporate landscapes while staying true to her passion for people, transformation, and growth.

However, her journey has been more than just climbing the corporate ladder—it's been about falling and rising, learning and evolving. After leaving challenging environments, Taryn—Lee faced an unexpected and humbling reality—despite her extensive experience, she found herself drowning in rejection letters. From junior to senior roles, applications were met with silence, not even leading to interview opportunities. The job market, once a space she had navigated confidently, now seemed impenetrable.

But as she had done time and time again, she refused to let circumstances define her. Instead of waiting for doors to open, she built her own.

# TARYN-LEE POTGIETER

Through faith, grit, and an unwavering belief in purpose, she has embraced each challenge as a stepping stone.

In 2024, she turned adversity into opportunity, launching GRIT.T, a consulting and creative catalyst hub that empowers businesses through strategic insight, operational expertise, and design innovation. At the same time, she secured a contract as Head of Marketing for Cyber Dexterity, proving that resilience and the right network can unlock incredible opportunities.

Beyond her corporate and consulting work, Taryn-Lee is deeply committed to women's empowerment. As the founder of United Chicks Association (UCA), she is on a mission to create a thriving, supportive network for female entrepreneurs—helping women build, grow, and sustain successful businesses through connection, collaboration, and mentorship.

At her core, she is a leader, strategist, and creative problem solver, thriving on collaboration, authenticity, and impact.

Whether in business, leadership, or community-building, Taryn-Lee is dedicated to driving meaningful transformation and creating spaces where others can rise.



#### Shaping the Future of Skills, Innovation & Inclusion in South Africa

Ursula Fear is a dedicated South African skills activist with over 25 years of experience.

She has played a pivotal role in establishing qualifications on the South African Qualifications Framework, including the world's first ERP qualifications. Ursula's expertise extends to her time as a partner at Deloitte, where she led the design, development, and deployment of mission-critical skills programmes across more than 40 specializations. Notably, at the time she was also the first woman to serve on the Deloitte Consulting Exo, heading up talent and culture for the consulting firm. Her impact also spans into the nonprofit sector where she collaborated on the strategy design of TEACH South Africa.

Ursula has also been an Executive of a listed entity where she managed training businesses in diverse areas such as artisan colleges and higher education. Additionally in her portfolio she was responsible for the biggest ICT and disability training companies in Africa.

#### **URSULA FEAR**



Ursula has recently been a co-author to the book called, 'The Best Version of Me' alongside 19 other global L&D experts (launching in June 2024). The book was directed by Prof. Dr Nick van Dam (internationally recognized thought leader, advisor and author on corporate learning and leadership development).

Ursula is now responsible for building the Salesforce talent ecosystem in South Africa and the continent at large. She has been part of Salesforce South Africa for two and a half years now and has been in the ecosystem for close to 4 and a half years



### fingerprint reeza

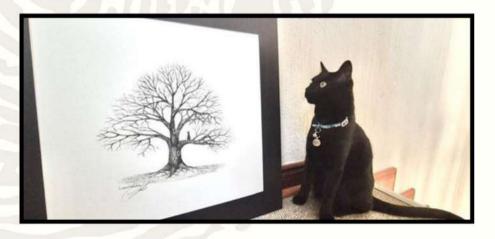
who creates custom made, realistic & whimsical tree sketches used as guestbooks. Contact Leonor on 0828552823 or check them out on socials!

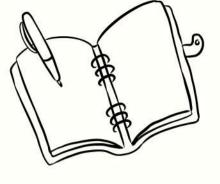
#### GO CHECK THEM OUT AT











we are loving

### deardiary\_za

who creates custom made and funky diaries! Check them out on socials!

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# SPECIALS & EVENTS













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#### Bi-Annual Business Growth Challenge

Are you ready to take your business idea to the next level?

Duration: 31 Days | Start Date: 1 March 2025

Whether you're just starting out or looking to grow your existing business, the UCA Bi-Annual Business Growth Challenge is here to guide you!

#### WHO'S IT FOR?

- Aspiring or existing female entrepreneurs
- Small business owners
- · Creatives looking to scale up
- Any chick ready to transform their business!

#### OK, SO WHAT'S THE COST?

It's a R50 once-off investment in your business growth #ShowUpForYourself. For this investment, you will receive an exclusive PDF workbook, a certificate of participation and access to bonus material & resources.

Not convinced yet? Read more below and start this journey and watch your business thrive with daily, actionable tasks that will help you clarify your vision, reach your audience, and build lasting success.



#### **HOW IT WORKS**

#### Daily Tasks:

Participants will receive a task every day for 30 days, focusing on one key area of business growth or personal development. Tasks are designed to be actionable and motivatina.

#### Daily Email/WhatsApp Support:

Participants will receive daily reminders with their task, along with tips and resources to help complete it. We will also share motivational content to keep them inspired throughout the challenge.

#### Weekly Check-Ins:

Every week, UCA will host a live virtual check-in session for all participants to discuss their progress, share insights, and network with other aspiring entrepreneurs.

#### REWARDS FOR COMPLETING THE CHALLENGE

All participants who successfully complete the 31-Day Business Growth Challenge by submitting their daily task results will be entered to win one of the following:

#### **UCA Membership:**

The top 3 participants will each receive a \*\*free 6-month membership to UCA\*\*, which includes access to exclusive resources, coaching sessions, business mentorship, and participation in UCA's network of female entrepreneurs.

#### Feature in Femme Fetale Magazine:

The winner of the challenge will be interviewed and featured in UCA's Femme Fetale magazine, showcasing their business journey and plans for the future

#### **Exclusive Resources:**

Participants will gain access to free business plan templates, social media marketing guides, and branding resources to continue their growth after the challenge.

#### **HOW TO JOIN**

- Fill out the <u>registration form</u> (You'll receive a welcome email with instructions and the first task on the start date).
- Complete Daily Tasks (Follow the daily email or WhatsApp prompts and complete each task. Submit your completed tasks at the end of each week).
- Share Your Progress (Participants are encouraged to share their progress on social media using the hashtag #UCABusinessChallenge).

#### WHY JOIN THE CHALLENGE?

- Hands-on Learning: Each daily task will guide you through essential steps needed to grow your business, from creating a vision to marketing your brand.
- Networking: You'll be part of an inspiring community of women supporting each other in business.
- Mentorship & Resources: Gain access to valuable resources and expert advice from UCA and its members.
- Chance to Win: Complete the challenge and enter to win UCA membership and be featured in our magazine.

#### **GET STARTED TODAY!**

<u>Sign up now</u> to take part in this empowering journey that will equip you with the tools, knowledge, and community support you need to build or grow your business.

Let UCA help you take the first step toward a brighter entrepreneurial future!

SIGN UP NOW AND LET'S GROW YOUR BUSINESS TOGETHER!









Specialising in Caricature Portraits and Caricature Live Events, Amani Caricatures brings a unique blend of artistry and entertainment to any occasion. Whether you're looking to capture memorable moments with a fun twist or add a lively and creative element to your event, Amani Caricatures' work is sure to impress. Their talent for turning faces into charming, exaggerated art pieces will leave you and your guests with unforgettable keepsakes. Perfect for corporate functions, weddings, or any gathering where laughter and creativity are welcome.

@amani.caricatures

Pretoria



Bushveld Street Eats brings the vibrant flavors of South Africa's street food to life! Inspired by the rustic charm and rich culture of the bushveld, they celebrate local ingredients and time-honored recipes. With every bite, experience a taste of the outdoors and the rich culinary traditions of our beautiful land.





Specialising in unique designs for t-shirts and personalised keychains, Chosen Vinyl Custom Printing brings a fresh perspective to the world of custom merchandise.

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From corporate events to intimate gatherings, Elfin Event Dynamics delivers exceptional service and creativity to every project. We offer incentive travel, unique corporate gifts, and have worked with clients from charities to major brands like Salesforce and ABSA. We're proud to have organised the launch of Mandela's 46664 campaign. Let us bring your next event to life!



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Engagement Dynamics is a leadership and organisational development company, driven by intentional thinking, deep connection with our clients and delivery-focused action. We support and promote superb, strategic, astute leadership, effective engagement of people and dynamic responsiveness to change, complexity and



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Johannesburg



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Your place to get delicious & beautiful handmade royal iced cookies, handbags & zipper pouches. Look out for collaborations with other local small businesses.



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Discover timeless craftsmanship with Lady Rischmuller Handmade, where every piece is uniquely designed and carefully handcrafted. From luxurious leather goods to beautifully curated accessories, Lady Rischmuller adds a touch of elegance and style to your everyday life. Proudly South African, their products celebrate quality, creativity, and attention to detail. Explore their stunning collections and indulge in the artistry of handmade excellence.



clady rischmuller handmade



Nelspruit



At Ozone & Health Hub, we combine the revitalizing benefits of ozone therapy with a range of nutritious wholefood products to promote holistic wellness. Our female-led business is dedicated to helping you achieve optimal health, offering treatments that boost immunity and enhance vitality. Experience the difference with Ozone & Health Hub, where well-being and empowerment go hand in hand.

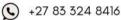




Pretoria



Empowering women to rise stronger, Phoenix Fitness goes beyond physical wellness, inspiring confidence, resilience, and self-worth through every step of the journey.





Benoni



At Red Feather, we're passionate about elevating your bath experience with our organic, rose-infused bath salts, body scrubs, and bath oils. Each product is crafted with care to provide a luxurious and rejuvenating experience, helping you unwind and pamper yourself naturally. Treat yourself to the soothing and aromatic delights of Red Feather, and transform your bath time into a serene retreat.



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Tarlton



At Ribbon Your Hair it is our passion to accessorise your children's hair for any occasion (school, formal & fun). Contact us for your custom made bows & ribbons today!

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Since branding is a service based business - SA Attitude focuses on personalised customer service and support. They are an owner managed, family business, with a vision is to be your first call for branding expertise, and be your branding advisor and labelling consultant. Their mission is to put the personal touch back in customer service while branding your company and creating logo visibility that you can be proud of. SA Attitude makes it happen for you - just the way you imagined it. And yes, they do have an attitude! #SAAttitude







Experience the natural healing of sports massage and holistic health services for your physical, mental, and spiritual well-being. Let expert care rejuvenate and restore your body and mind.



Benoni



Vanessa Gray is a versatile vocalist who brings her musical talent to restaurants, year-end events, birthdays, pubs, private gigs, and weddings. In addition to performing, she offers voice and singing coaching to help others find their unique sound. Whether you're looking for live entertainment or wanting to improve your vocal skills, Vanessa Gray delivers with passion and expertise.







# THE FEMME FETALE | UNITED CHICKS ASSOCIATION | FEBRUARY 2025

#### MEMBERSHIPS



- Access to the UCA Network: Connect with like-minded women and entrepreneurs for collaboration and support.
- Monthly Online Networking Sessions: Participate in virtual networking events to expand your professional circle.
- WhatsApp Group Marketing: Share your business promotions within the UCA community once a month (either at the beginning or end of the month).
- Femme Fatale Magazine Advertisement: Get one free advertisement and publish one article per year to showcase your expertise.



- Access to the UCA Network: Connect with like-minded women and entrepreneurs for collaboration and support.
- Monthly Online Networking Sessions: Participate in virtual networking events to expand your professional circle.
- WhatsApp Group Marketing: Promote your business twice a month (beginning and end), receiving additional promotional support within the group.
- Femme Fatale Magazine Advertisement: Four free advertisements and four articles per year to maximize your visibility.
- Discounted entry to UCA hosted Events, Workshops & Seminars: Get exclusive invitations to UCA members-only workshops and seminars at reduced rates.
- Member Spotlight: Be featured on UCA's social media platforms to promote your personal or business brand.
- Priority Support: Access faster and more personalised assistance from the UCA team.
- One-on-One Business Coaching: Gain access to personalised business advice through one-on-one coaching sessions (if required / requested).
- Opportunities to Host Webinars & Workshops: Share your knowledge and skills by leading events within the UCA community.
- UCA Branded Denim Jacket: Enjoy discounted rates on the exclusive UCA-branded denim jacket after completing 12 months of membership.

### Countezz R100pm



- Access to the UCA Network: Connect with like-minded women and entrepreneurs for collaboration and support.
- Monthly Online Networking Sessions: Participate in virtual networking events to expand your professional circle.
- WhatsApp Group Marketing: Share your business promotions once a month (either at the beginning or end of the month) with an additional promotion boost through priority placement.
- Femme Fatale Magazine Advertisement: Two free advertisements and two articles per year to promote your business or achievements.
- Discounted Workshops & Seminars: Get exclusive invitations to UCA members-only workshops and seminars at reduced rates.
- Member Spotlight: Be featured on UCA's social media platforms to promote your personal or business brand.
- Priority Support: Access faster and more personalised assistance from the UCA team.



- Access to the UCA Network: Connect with like-minded women and entrepreneurs for collaboration and support.
- Monthly Online Networking Sessions: Participate in virtual networking events to expand your professional circle.
- WhatsApp Group Marketing: Enjoy unlimited WhatsApp marketing
  posts, giving you the most visibility and reach within the UCA
  community.
- Femme Fatale Magazine Advertisement: Unlimited
   advertisements and article submissions, ensuring constant exposure
   for your business.
- Free Entry to UCA hosted events, Workshops & Seminars: Attend exclusive workshops & seminars without paying extra.
- Featured Guest at Events: Be spotlighted as a key UCA member during select events.
- **Member Spotlight:** Be featured on UCA's social media platforms to promote your personal or business brand.
- Priority Support: Access faster and more personalised assistance from the UCA team.
- One-on-One Business Coaching: Gain access to personalised business advice through one-on-one coaching sessions (if required / requested).
- Opportunities to Host Webinars & Workshops: Share your knowledge and skills by leading events within the UCA community.
- Free UCA Branded Denim Jacket: Receive a free denim jacket after 12 months of membership, a token of appreciation for your commitment.









### THE #UCAPHOENIXGLOWUP CHALLENGE

#### Progress, Results & What's Next!

Our participants have been putting in incredible effort and dedication! While a few have dropped off—as is common with any challenge—we are beyond proud of those who have stayed committed to their fitness journey, sticking to their diets and meal plans (even if the occasional cheat meal sneaks in).

The first week alone delivered amazing results, with some of our ladies losing between 800g and 3.2kg! We can't wait to see the final transformations on February 5th and to feature the winner in our next issue, launching on March 1st.

Just a few days left, ladies—keep pushing! And for those who missed out, don't worry! We'll be running another challenge in May, just in time to recover from those Easter indulgences.





#### NUT BUTTER

#### gasolfoundation.org

#### Ingredients:

- 2 cups nuts (2.3 cup each of 3 types of nuts or seeds)
- 2 tsp olive oil
- 1 pinch of salt
- 1 tsp vanilla extract
- 1 tsp ground cinnamon
- 1 tsp honey or maple syrup

#### Instructions:

- 1. Place the nuts or seeds in the jar of a blender
- 2. Put the lid on the blender and blend on medium for 1 to 2 minutes, until the nuts or seeds are coarsely chopped.
- **3.**Add 2 teaspoons of olive oil. Close the lid and blend for 1 to 2 minutes more.
- **4.** Turn off the blender, uncover, and add a pinch of salt and. any other optional add-ins.
- **5.**Cover and blend again for 1 to 2 minute until smooth.





# Support Truzaan's Journey to Represent South Africa on the World Stage

Truzaan Berowsky's story is one of unparalleled determination, resilience, and strength. As a teacher, personal trainer, and award-winning IBFF fitness model, she has devoted her life to inspiring others—both inside and outside the classroom. Her journey to success hasn't been an easy one. Over the past three years, she has faced personal adversities that would have left many defeated. But instead of giving up, Truzaan turned every challenge into a stepping stone, proving herself to be a pillar of mental, emotional, and physical strength.

Her hard work and perseverance have now earned her the chance to compete on the global stage at the IBFF Worlds Competition in Russia. Representing South Africa is no small feat, and Truzaan has already shown she has what it takes to make the nation proud. However, the costs associated with this once-in-a-lifetime opportunity—travel, accommodation, and competition fees—total R30,000, a hurdle she cannot overcome alone.

As someone who dedicates her life to empowering others, Truzaan now needs our support. So far, we've managed to raise R2,000, but we are still far from reaching the goal. This is a chance to help a phenomenal woman fulfill her dream while standing as a beacon of South African talent and resilience on the global stage.

#### How You Can Make a Difference

Every contribution, no matter how small, will help Truzaan take this next step in her journey. If you are an individual looking to support a worthy cause or a business eager to sponsor a true champion, this is your opportunity to get involved.

Sponsors will not only help Truzaan achieve her dream but will also gain exposure through her promotional campaigns, including social media posts and event advertisements. Your brand will be proudly associated with her journey as she carries the South African flag on her shoulders and represents all the values we admire—strength, courage, and determination.

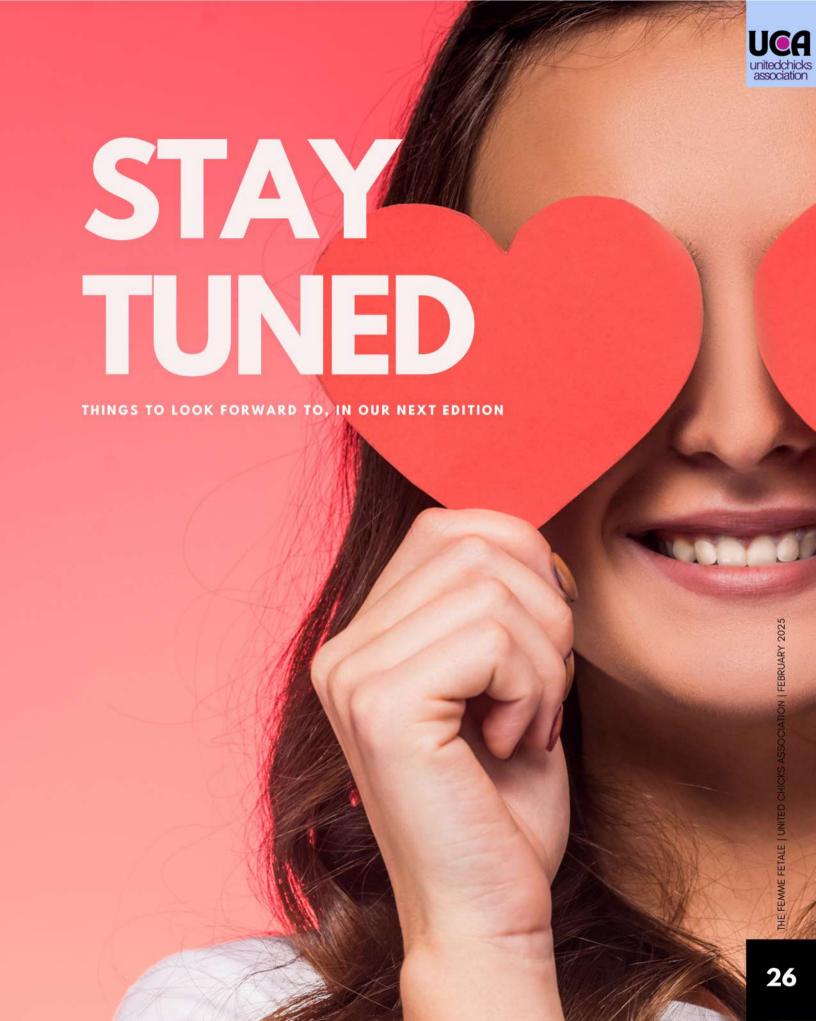
Let's come together to support a woman who refuses to back down from life's challenges, a woman who inspires others to be better, stronger, and braver.

Truzaan is more than a competitor; she is a testament to what can be achieved when talent and hard work meet unshakable perseverance.

This is not just her journey—it's a moment for all of us to stand behind someone who truly deserves it. Let's help Truzaan show the world what South African strength looks like.

To donate or sponsor, visit our <u>BackaBuddy Campaign</u> or email info@ucassociation.org. Together, we can help Truzaan take her rightful place on the global stage.







## coming soon

# BEHIND THE SPOTE SPOTE SHOW AND THE SECOND SHOWS AN





## coming soon

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