ArcelorMittal supports the Longest Washing Line World Record attempt

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This week, the ArcelorMittal Foundation and volunteers from ArcelorMittal South Africa have been involved in the Rotary River Festival’s attempt to set the world record for the Longest Washing Line Over the Water.

The washing line covers a total of 5 kilometres - stretching over the Vaal River between the Gauteng and Free State provinces from Stonehaven on Vaal in Vanderbijlpark. During the past week volunteers and engineers from ArcelorMittal South Africa’s Vanderbilpark and Vereeniging sites have been assisting with the hanging of almost 7000 school shirts and T-shirts, to the value of R0,5 million, donated by businesses and the community.

As part of this campaign, ArcelorMittal has donated 2000 shirts, which the ArcelorMittal Foundation will be giving to children in our area in need of new school shirts in a “Back to School” campaign during 2014.

The main emphasis of the event will be tomorrow, (Saturday, 5 October). The Baddrift Bridge will be closed to vehicular traffic but will be open for pedestrians to view the world record attempt of the longest washing line over the Vaal River.

By 17:00 on Thursday, 3 October, 6600 shirts were already hanging on the washing line

Prudence Masike from ArcelorMittal South Africa Corporate Responsibility says: “ArcelorMittal South Africa has been extensively involved in the different stages of this event. Here I would like to acknowledge Harry Kuhn and the team whose expertise went into making this possible - from the planning and design stage to the construction of the washing line. Also a big thank you, to all our volunteers for their assistance with the hanging of the shirts on the line.”