

FOR IMMEDIATE RELEASE

Women's Month: Banyana Banyana Advance into the WAFCON Quarter-Finals, Unlocking 5,000 Packs Through Stayfree's Goals 4 Pads Initiative

Johannesburg, South Africa – August 2026 – As South Africa prepares to commemorate Women's Day on 9 August 2026, marking the 70th anniversary of the historic 1956 Women's March, the nation celebrates under the theme "**Empowered Women Empower The Nation.**" Stayfree – Banyana Banyana's Official Sanitary Pad Sponsor – is proud to honour this milestone by celebrating the remarkable achievements of Banyana Banyana, whose performances continue to inspire the country while creating a lasting impact for the next generation of female footballers.

Following Banyana Banyana's hard-fought 1–0 victory over Burkina Faso, securing their place in the 2026 Women's Africa Cup of Nations (WAFCON) quarter-finals, the team's latest goal has also unlocked another 1,000 packs of Stayfree sanitary pads through the brand's Goals 4 Pads initiative.

The latest strike brings the campaign total to five goals, unlocking 5,000 packs of Stayfree sanitary pads that will be gifted to grassroots female football academies and school girls' football teams across South Africa, helping equip the next generation of footballers with the confidence to perform at their best.

The five goals include the first scored during Banyana Banyana's international fixture against Japan in June, followed by four goals during their WAFCON campaign, with every goal reinforcing Stayfree's commitment to supporting women's performance on and off the field.

Launched in June under the **#KeepingThemLockedIn** campaign platform, the Goals 4 Pads initiative commits Stayfree to gifting 1,000 packs of sanitary pads for every goal scored by Banyana Banyana, creating a direct connection between the team's on-field success and greater access to quality menstrual health products for the next generation of female footballers.

Every goal now represents more than a milestone on the scoreboard. It represents confidence under pressure, uninterrupted performance, and the opportunity for more girls to pursue football without menstruation affecting their focus or ambition.

Speaking during Women's Month, **Kelly Johnson, Head of Essential and Skin Health at Kenvue Sub-Saharan Africa**, said the campaign continues to demonstrate how sport can drive meaningful social impact.

"Banyana Banyana continues to inspire the nation with every performance, and every goal they score is creating a lasting legacy for young girls across South Africa. Reaching 5,000 packs through Goals 4 Pads is an incredible milestone because it shows that sporting success can translate directly into opportunities for future generations.

During Women's Month, we celebrate women who continue to break barriers, and Banyana Banyana embodies that spirit. Through this partnership, we're extending access to the same trusted protection and technology that supports South Africa's national team. We're helping young players approach every training session and every match with greater confidence and freedom."

The partnership continues to champion an important conversation in women's sport: the relationship between menstrual confidence and athletic performance.

With Banyana Banyana now advancing to the WAFCON quarter-finals, every match presents another opportunity to inspire the nation—and every goal scored unlocks another 1,000 packs that will be gifted to girls who dream of following in the footsteps of South Africa's champions.

As the nation rallies behind Banyana Banyana in the knockout stages, Stayfree remains committed to turning every goal into lasting impact.

Five goals. 5,000 packs. Countless futures unlocked.

Players. Pads. Performance.

#KeepingThemLockedIn

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