

Khaltsha Cycles x Rocacorba Collective

(DESCRIPTION)

Text: Khavelitsha, South Africa

Rooftops of houses constructed from corrugated metal sheets, wood, and other materials. Cars drive on a road nearby. Traffic noises are heard.

Text: More than 6 out of 10 children live in poverty in South Africa. With Black African children showing the highest percentage of poverty compared to all other demographic groups.

A young woman puts on a tie, brushes her teeth, and prepares for the day

(SPEECH)

IVIWE YAKO: I started cycling last year. That was my first time cycling. How I feel about the cycle tour, I'm very nervous. I've never been to a race before so um the cycle tour would be my first race. We're the first black girls team here in Khavelitsha so I'm very, very nervous, I won't lie. My mom is my biggest inspiration. She's an activist. She says empowering women through cycling is also a form of activism and I'm following her footsteps. I want more black girls to be involved in cycling. If men can do it, we can. We are the only black girls who are riding bicycle so that's what I'm aiming for. I'm aiming for history.

(DESCRIPTION)

Iviwe riding a cycle

(SPEECH)

SINDILE MAVUNDLA: Khaltsha Cycles is Khavelitsha's first bicycle shop and we are all about encouraging and promoting the culture of cycling. And we've been very fortunate to start such an amazing Bicycle Club for girls specifically and trying to promote the culture of cycling through them. And using bicycles as a mode of transport for them to get to school. This partnership with Rocacorba Collective has been such an amazing journey and I think Ashleigh also shares such an amazing passion and identifies with these young girls. So we looking forward to see how far we can take this.

Ashleigh: Most of these girls have not had an easy start to life. Like everywhere there are lots of kids who are raised by a single parent and with an almost 37% unemployment rate for black African people in South Africa even those that finished school struggle to find work.

I've been fortunate enough to have raced the biggest races in the world and even win a few of them. You can have the best equipment and best abilities but if you don't believe in yourself it's nearly impossible to succeed. And that's what Sindile and I want to do with the Rocacorba Collective, empowering women to become the best version of themselves. That's where the power of technology has allowed us to grow a global community that connects like-minded people through the platform of Zwift. Zwift is the biggest online platform where you can ride in real time with anyone, anywhere in the world.

(DESCRIPTION)

A woman rides a stationary bike in front of a large video screen. Ashleigh stands next to her and encourages her.

(SPEECH)

Ashleigh: Both myself and Zilon's lives have been transformed through cycling. Mine at the front end of the Peleton and Zilon by working for some of the biggest Pro cycling teams. Although it's never been easy our passion for cycling has made it easier to partner with Khaltsha Cycles and make sure that these girls get what they need to take on a tough event like the Cape Town Cycle Tour.

(DESCRIPTION)

A group of young women in cycling gear are gathered around a cycle.

A young woman wearing a cycling helmet and a cycling shirt with the words "Rocacorba Collective" speaks to the camera. There are many cyclists in the background.

YOUNG WOMAN: I'm very nervous I'll see what I can do.

(DESCRIPTION)

[Music]

A cyclist rides on a road. In the background, we see cliffs and vegetation. In the distance, we see the ocean.

(SPEECH)

Ashleigh: Our ultimate dream is to see one of these girls from Khaltsha Cycles join the Rocacorba Collective pro team one day and inspire and empower a generation of girls from the same townships they once grew up in.

(DESCRIPTION)

[Music plays]

A group of women wearing Rocacorba Collective cycling uniforms. They are smiling, and holding up what appear to be cycling medals that hang around their necks.

Text: Help us change the narrative.

Text: rocacorbacollective.cc

Rocacorba Collective logo

Khaltsha Cycles logo

[Applause]