

Blessed with a bubbly personality and tons of charisma, Elana Afrika has been wowing South Africans with her presenting and MC talents for over a decade. Oozing confidence wherever she goes – whether it be radio and TV presenting, her successful and in-demand skills as an MC and public speaker, an ambassador for corporate social responsibility programmes or on the golf course, Elana's passion always shines through.

2010 was a bumper year for the multi-talented star, who partnered with official Soccer World Cup sponsors Hyundai and Kia, helping launch cars for both brands. The World Cup might be a happy, proud memory for South Africa but Elana's association with Kia is far from over and she continues to drive Kia as her vehicle of choice. A major WC2010 highlight was being the first presenter to host a live 3D show and working with sporting legend Gary Player at the Gary Player Invitational 2010 at Fancourt. During the World Cup Elana also fed the nation's soccer fever as a presenter on SuperSport's Woza Lunchtime show.

As well as her extensive radio experience, first on Jacaranda FM, then 5FM and now Kfm, Elana, who speaks English, Afrikaans and reads Hebrew fluently, has graced on screens on a number of topical and entertaining TV shows. From being a continuity presenter on M-Net she quickly graduated to presenting on youth show JIP, Topcar on SuperSport, the feel-good M-Net Show, innovative interactive programme B on M-Net, kykNET's flagship lifestyle show Kwêla and inspirational reality show I Wanna Be.

When she's not in front of the cameras, Elana runs her own creative agency, EA Works, which specialises in developing creative marketing solutions and events across a variety of platforms to maximise brand exposure. She has built a strong career behind the scenes as producer of a variety of innovative



mobile-oriented shows on M-Net's youth channel VUZU and in 2011, launched an innovative new online show which is broadcast to her extensive network of social media contacts and adoring fans. This cutting-edge online entertainment experience is an interactive display of a product, celebrity or an experience that can be seen by her extensive online community, as well as other online users in South Africa and around the world. The inserts are normally 2-3 minutes long and, when sponsored, the product or company earns their logos in the insert as well as a mention by the presenter. The show is intentionally shot on handheld devices, which helps make events more personal and facilitates comment-driven functionality. Like Elana says, "It's an interactive alternative to blogging."

A recent passion of Elana's is playing golf and she is the only celebrity professional in South Africa. Cutter and Buck believes in her passion for the game and sponsors her golfing needs. She recently became an honorary member of Randpark Golf club, and, as a specialist presenter for M-Net and SuperSport, Elana often hosts major golf events as a field and lifestyle presenter.

Not only does Elana have the gift of the gab, but she's also blessed with the gift of the garb. The style icon, who has been recognised by GQ Magazine for her flair for fashion and is also a Style Award winner, is bringing out her own hair range in 2011 for fashion-forward black women. After sporting a few different hairstyles over the years, Elana is familiar with the haircare needs of the modern African women.

Keen to give back to the less-fortunate when and where she can, Elana's ongoing CSI projects include being an M-Net Cares Ambassador, vice-chair for the SHOUT Foundation, as well as being a patron for Afrika Tikkun and the Chrysalis Foundation. Elana also enjoys helping to empower those she meets through her inspirational talks. She particularly enjoys working with



schools and woman, and her talks include topics like "Why a journey is not just enough" and "The star in you."

And if anyone knows about stars, it's Elana.

