

## Olin-Shae De La Cruz – Bryanston, Gauteng

**Name:**

Olin-Shae De La Cruz

**Region:**

Bryanston, Johannesburg, Gauteng

Age: 26 (Born 29 March 29, 1994)

**Occupation:**

I am in my final year of completing a Bachelors in Business Administration in Media Operations Management degree at Boston Media House, Sandton. I co-founded my own marketing company called Swish EP which offers its service to strategy, implementation and managing of brand activations and events. I also work as an account manager for a media and advertising company, a netball coach through ActionKidzSA (on weekends) and I am a model represented by Pace Model Management.



**Why do you want to be Miss South Africa and what do you think you will be able to bring to the role?**

For the past five years I did contractual work for a youth marketing company where I was a youth brand ambassador. It gave me the opportunity to travel around the country and speak in nearly 100 different schools to thousands of South African youth. Through these brands values we inspired them to realise their potential. During this time, I opened my own company and established my own brand values which has contributed to who I am today. That, along with Miss South Africa's leadership platform, is an opportunity to have further reach to motivate and inspire the youth. Values which are important to me are acknowledgement and respect which is recognising each individual and respecting who each person is and what they have to offer. I believe I have the capabilities to use my story of how and why I started my own business to inspire the youth to embrace their self-worth and discover their potential to create their own businesses.

**How have you handled the lockdown due to the Covid 19?**

My daily life is balanced between work, school and gym and since my family lives in Cape Town I spend a lot of my time alone. When I am able to, I spend time with my close circle of friends in Joburg. I work during the day and study in the evening then over the weekends I coach netball so I have a busy lifestyle and do not go out often as any downtime I prefer to just be comfortable at home catching up on sleep or watching a movie or reading.

**What has this time taught you?**

Covid 19 has taught me that we can do so much from home such as conducting meetings, working out and maintaining a healthy lifestyle when you stay committed to your goals. It has taught me that as a country we can achieve anything when we work together. then lastly it has taught me that health is wealth. It is so important to continually look after ourselves.

**2020 has been a tough year globally. Do you see any positives in what has happened in the past months and weeks?**

A lot of weaknesses have been exposed both personally and politically which is good as this allows us to focus on that and become stronger as individuals and a nation by addressing those issues to better serve.

**What do you love about South Africa?**

Our individuals become leaders in their field and are recognised across the world for their talents. We can be a force that attracts the attention of the world.

**What is one thing you would like to change about South Africa?**

Our high unemployment rate. I was once unemployed and it is a scary and unsettling. So I opened my own business which allows me to be self sustainable today.

**Who is a previous Miss South Africa who has inspired you?**

Amy Kleinhans-Curd. I had the privilege of meeting, hearing and participating in a Miss South Africa workshop with her that the Miss South Africa organisation organised. She is such a powerful speaker whose energy really inspired me to never give up on my dreams and contribute to making South Africa a better place for us all.

**Who are your role models/who has inspired you?**

Everyone I come in contact with serves a point of inspiration. Everyone has a story and I learn from each person to better who I am going forward in life. I am so grateful for each encounter with someone who opens up with me as it's a privilege to hear someone's story that they have chosen to share with me.

**Tell us a bit more about your family:**

Both of my parents were previously married and had children before they met each other. I am the only child from their union. My father is 80-years-old this year and is currently retired. He was a member of the tri-cameral parliament. My mother works as a Johannesburg general manager of UVS. I have two step-sisters and two step-brothers from my father's side and a step-brother from my mother's side.

**What do you do in your spare time?**

I love to read or hang out with my friends, going for park runs or getting dressed up for a dinner.

**Do you think beauty pageants are still relevant today?**

In today's world everyone is contributing towards wanting and seeing real social change and this is what pageants are about, identifying a leader who has a voice to contribute towards change on matter they believe in which I believe is relevant today.

**Name two of your female role models?**

My mother, because she has persevered through life on her own and championed through challenges. She is an example of a woman of faith who has taught me strength and vulnerability is power. And Michelle Obama, who has remained true to who she is. She has supported her husband and used her power to create social change and mark her place in history as a world leader.

**What is your message to young girls and young women in South Africa?**

Make time to discover your purpose on this earth; embrace your self-worth; believe in your potential and create opportunity for yourself to succeed. Never give up on yourself.

**If you won the Miss South Africa crown and was able to meet one person, who would it be and why?**

I felt very inspired after reading Michelle Obama's Book Becoming so I would love to meet her for wise words of wisdom to make my year as Miss South Africa as impactful as her influence she has made on the world.

**What is the one thing people would be surprised to know about you?**

I am the youngest of two sisters and three brothers making me an aunt to 15 nieces and nephews and a grand aunt to three.

**What is the No 1 piece of advice that you would give to your younger self?**

Stay curious, read and satisfy your mind with knowledge

**Describe yourself in three words:**

Adventurous, curious, competitive

**What are you reading?**

Becoming by Michelle Obama

**What music are you listening to?**

A lot of Hillsong. We are in trying times and I am placing all my worries before God.

**What is your favourite meal?**

It's a toss-up between a braai or either of my parent's home cooked meals

**Who's your celeb crush?**

Ricky Whittle

**What's your guilty pleasures?**

I am a sucker for good, warm hugs, cheesecake and Cadbury ice-cream

**Anything else you would like to add?**

This is the second time I am entering Miss South Africa. I am blown away by the changes the organisation has made since I last entered. I believe the four pillars the organisation has implemented can guide and shape South African women in leaders.

- Facebook: Olin-Shae De La Cruz
- Instagram: @o\_shae\_cruz
- Twitter: @Olin-Shae