



## SOUTH AFRICAN RUSTENBURG TRAVEL CENTRE

### The world on your doorstep.

As Rustenburg's leading Travel Centre, we pride ourselves on giving our loyal clients the best service possible. Our team is passionate, honest and proudly South African, and our technology is cutting edge... So, whether you're just travelling down the road, or going right across the globe, come to Rustenburg Travel Centre for the world-class service you deserve.

**TRANSPARENT** - We specialise to give our clients the best service, and believe in honesty as the No 1 Rule of lasting relationships.

**HUMAN** - We are inspired by the men and women who make this business, and we know that our commitment to clients will come back to us.

**PROFICIENT** - The passion from our staff and belonging to the South African Travel Centre Consortium give us a wealth of knowledge and the buying power that benefits our clients.

**PROUDLY SOUTH AFRICAN** - We are proud of our selection by the best airline on the continent and living up to its standard.

**DEURSIGTIG** - Ons spesialiseer daarin om die beste aan ons kliente te lewer en glo in eerlikheid as die belangrikste reël vir langdurige verhoudinge

**KLIENTE** - Ons goeie diens en verbintenis met ons kliente, sorg dat hulle telkens weer na ons terugkom.

**BEKWAAM** - Die passie van ons personeel en ons verbondenheid aan die SA Travel Centre Konsortium, beid aan ons 'n magdom kennis en koopkrag waarby ons kliente kan baat.

**MEMBERS OF ASATA AND IATA AS WELL AS GLOBALSTAR THAT GIVE YOU OUR CLIENTS PEACE OF MIND ANYWHERE IN THE WORLD 24 HOURS A DAY. We have received awards for being committed to the North west Province .**

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**GlobalStar**  
Travel Management



# Word of the Week

Greetings Platinum Reader! Sorry I haven't posted a "Word of the Week" for some time now, things have been hectic!!! Have some empathy... Or is it sympathy? Why so confusing? Stick around and find out what the difference is.

Empathy is the capacity to recognize and, to some extent, share feelings (such as sadness or happiness) that are being experienced by another person. Someone may need to have a certain amount of empathy before they are able to feel compassion.

Empathy is the key cornerstone in genuine human relationships. Empathy is conscious. It means a person with empathy feels compassion, while those without do not take into account other people's emotions.

Psychopathology reveals that people with an absence of empathy can be defined as a sociopath or psychopath. Also, a person who has empa-

thy understands others.

The English word is derived from the Greek word ἐμπάθεια (empathia), "physical affection, passion, partiality" which comes from ἐν (en), "in, at" + πάθος (pathos), "passion" or "suffering". Alexithymia from the Ancient Greek words λέξις (lexis) and θυμός (thumos) modified by an alpha-privative – literally "without words for emotions" – is a term to describe a state of deficiency in understanding, processing, or describing emotions in oneself.

Sympathy is when you mainly share emotions with other people for e.g. if someone close to you is sad, than you will also feel sad. Empathy, on the other hand, is when you can understand the emotion and reason for the emotion, and react accordingly. So... Feel free to drop me an email with your new word of the week at [news@platinumweekly.co.za](mailto:news@platinumweekly.co.za).



## Blood Run: Huge Success!

Rustenburg – The "Church 4 Bikers" Blood Run – which took place on Sunday 10 July – was a resounding success! The event – which took place at the Black Stallions Club House situated at Steineck Lodge – saw more than 100 bikers attending and participating.

The Rock 4 Jesus band led the praise and worship after which Pst Sakkie preached a sermon centred on "The Blood of Jesus".

Many of the bikers which participated in the event donated blood. More than 30 units were donated. "The SANBS per-

sonnel were very friendly and professional," most bikers commented which also made the donation easier.

Pst Sakkie thanks all the bikers who were willing to assist in this great cause, the SANBS personal for their service and Jacques for the great lunch that his team served. According to the organisers of the event, the next church run will be on the 24th July.

"As usual, people should get together at Rudan garage at 8h15 and should be prepared to leave at 8h45," said Desiree Holtzhausen.

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