**FOR IMMEDIATE RELEASE**

**Division for Research Development**

**15 September 2022**

**Today at Stellenbosch University Facebook Page Announces Rebrand and Name Change**

**Stellenbosch, 15 September 2022.** Today at Stellenbosch University Facebook Page, announced today that it has completed a major rebranding.

The page will be renamed to Research at Stellenbosch University to reflect the content we will be posting. The content will be focused on the innovative research being done at Stellenbosch University, the impact the research has on society and the researchers behind the research. The page will thus focus on creating visibility for one of our six core strategic themes: Research for impact.

Research for impact at Stellenbosch University implies optimising the scientific, economic, social, scholarly, and cultural impact of our research. Our focus is on interdisciplinary research that benefits society on a national, continental, and global scale. At the same time, we are committed to basic and disciplinary research excellence, as it forms the basis for applied and translational research. The University remains at the forefront of its chosen focal areas, by gaining national and international standing based on its research outputs, by being relevant to the needs of the community and by being enterprising, innovative, and self-renewing.

Division for Research Development

drdcomm@sun.ac.za