



## NELSON MANDELA DAY KEY MESSAGES

### **BRIEF:**

Every year on 18 July South Africans together with the international community honour our former president and international icon Nelson Mandela in the celebration of Nelson Mandela International Day. This year the day will not be observed as a normal International Mandela Day where citizens' across the globe donate 67 minutes of their time to performing good deeds, It will be used as an opportunity for us to remember the time in which transformation gained traction in our country and celebrate the man who made a meaningful contribution.

This year takes on a special significance as it marks the centenary celebration of Madiba's life under the theme: ***"Be the legacy: Celebrating the birth of a world icon and a life of service"***. Guided by the spirit of Thuma Mina, government will not be hosting an official event to celebrate Madiba's centenary birthday but has declared the 18 July 2018 a National Day of Service to honour Mandela who valued doing something for others to change their lives for the better. Government is asking individuals, groups and corporates to pledge their time in the service of others on 18 July 2018.

The idea is to do something that will benefit those around us was inspired by Mandela himself at his 90th birthday celebration in London's Hyde Park in 2008, when he said: "It is time for new hands to lift the burdens. It is in your hands now."

We embrace Madiba's values and honour his legacy through humanitarian acts and initiatives that acknowledge his never-ending quest to change the world for the better.

The overarching objective of Nelson Mandela International Day is to inspire individuals to take action to help change the world for the better, and in doing so build a global movement for good.

On the day South Africans are encouraged to lay flowers and candles at any Nelson Mandela Statue, structure, school or street which bear the Father of our Nations name as a way of remembering our beloved father of the nation.

Government also calls on South African to pause their activities at 12 mid-day to observe a moment of silence as we remember "what Nelson Mandela meant to me". At this moment citizens are encouraged to join hands in a human chain in a symbolic act of unity as a fitting tribute to the man who took our country, the continent and the world in his hands but has left us the mission of being the legacy he left.

KEY MESSAGES	SUPPORTING STATEMENTS
<p><b><i>Join the National Day of Service to honour Madiba.</i></b></p>	<ul style="list-style-type: none"> <li>• This year government has declared the 18 July 2018 as a National Day of Service in the honour of Nelson Mandela.</li> <li>• All South Africans are encouraged to go out in their numbers like never before and make this day extra special.</li> <li>• Let us follow Tata's footsteps to make a difference by donating our time towards disadvantaged communities.</li> <li>• Through our actions we can inspire a positive change that promotes the culture of Ubuntu as well as humanitarian support.</li> <li>• On the day we call for a pause at 12 mid-day to observe a moment of silence as we remembering "what Nelson Mandela meant to me".</li> <li>• We encourage South Africans to join hands in a human chain in as symbolic act of unity as a tribute to Nelson Mandela.</li> </ul>
<p><b><i>You can help change someone's life this Mandela Day.</i></b></p>	<ul style="list-style-type: none"> <li>• We can honour our former president and global icon by dedicating ourselves to change the circumstances of our fellow human beings.</li> <li>• Mandela always valued the importance of doing something for others that helped change their lives for the better.</li> <li>• The day is a global call to action for people everywhere to take responsibility for changing the world into a better place.</li> <li>• Each South African holds the potential to impact the lives of those around them and contribute to the type of society we set out to build at the start of our democracy.</li> </ul>
<p><b><i>In honour of Madiba let us serve those within our communities.</i></b></p>	<ul style="list-style-type: none"> <li>• We can honour our beloved Madiba by doing something that will make a difference in the lives of our community.</li> <li>• Individuals, communities and businesses can donate their time by supporting a charity or serving their local community.</li> <li>• No matter how small the action, the aim is to change the world for the better - just as Mandela did.</li> <li>• It can be simple acts such as collecting books for children at a nursery school or magazines for an old age home.</li> <li>• You can encourage your friends to put together food parcels for someone who has fallen on hard times or collect blankets for the homeless to get them through the coldest time of the year.</li> <li>• There are no set rules. It is any act of kindness that impacts someone else's life positively and epitomises the values that Nelson Mandela had instilled within us.</li> </ul>

<p><b><i>Madiba inspires us to be the change we want to see.</i></b></p>	<ul style="list-style-type: none"> <li>• In the celebration of Nelson Mandela Day we have an opportunity to expand the legacy of the late former</li> <li>• President by making a tangible difference in the lives of others.</li> <li>• In marking the 100 year anniversary of Madiba's life we have an opportunity reflect on the values he had left with us.</li> <li>• Through his values and dedication to the service of humanity we remain inspired to become a united and prosperous nation.</li> <li>• We have an opportunity to reflect on how we can continue his legacy and work together to move the country forward.</li> <li>• Mandela inspires us to become an instrument of change and support the less fortunate within our communities.</li> </ul>
<p><b><i>Let's treat each other as Mandela would have.</i></b></p>	<ul style="list-style-type: none"> <li>• One area of special importance for the father of our nation was how we treated each other in our daily lives.</li> <li>• He inspired us to transcend class, race and gender and come together as one nation.</li> <li>• We all have the responsibility to promote these ideals so the next generation will be empowered to take them forward.</li> <li>• As we take time to honour the life of Nelson Mandela let us work to bring a lasting change to our society so that together we can move South Africa forward.</li> </ul>