

# Be 67" stronger, like a waving flag...

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What Draftfcb is doing with their campaign to keep our flag flying for 30 days after the end of the FIFA Soccer World Cup is Ayoba!

And in the same spirit, Litha Communications would like to add another challenge to agencies in South Africa. Let's celebrate Nelson Mandela's selfless life of sacrifice for freedom by living each day as a Mandela Day by taking 67 minutes to get to know our fellow South Africans' culture, sport, dreams and needs.

"Keep the flag flying and celebrate our freedom by echoing the words of K'naan: 'When I get older I will be stronger and they will call me freedom, just like a waving flag,'" says Teresa Jenkins, CEO of Litha Communications.

"During the World Cup, South Africans experienced a deep sense of unity, hope and national pride. But it was also a powerful display of what we are able to achieve as a nation if we put our minds to it - the brand-new stadiums and transport infrastructure we created, the security, the behind-the-scenes planning and the world-class service levels we provided and most of all the spectacular displays of talent and technology.

"Similarly, flying the flag will become a constant reminder of the power we have as a nation to also vanquish social ills - eradicate poverty, reduce crime, overcome xenophobia and build prosperity.

"The Litha team will make every day a Mandela day by celebrating his legacy, one day at a time, making a difference where it matters."

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**Litha Communications**

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