

Madiba campaign to be launched

PRETORIA: The Nelson Mandela Foundation, in partnership with Brand South Africa, will launch the "Play your Part for Madiba" campaign on Monday, 6 July 2015.



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"Interventions, such as the 'Play your Part for Madiba' campaign ... positions the youth as key roleplayers to the country's drive for social and economic development," Mandela Day and outreach manager Yase Godlo said.

The campaign calls on citizens to embody the values and spirit of the late former President Nelson Mandela and play their part in growing and developing the country.

Godlo said the three principles followed by Madiba throughout his life were: free yourself, free others and serve every day.

Mandela Day is aimed at ensuring the continuation of Madiba's legacy in making the world a better one for all, through acts of kindness, no matter how small.

"This aims to uphold [former] President Nelson Mandela's legacy as a moral authority and a symbol of what we can achieve with true dedication to the cause of peace, dignity, reconciliation and forgiveness, and in so doing help to make a difference by building a global movement for good," he said.

The world celebrates Madiba's birthday on 18 July as it was declared by the United Nations in 2009 as Nelson Mandela International Day.

Mandela Day is an initiative dedicated to giving back to those less fortunate, the vulnerable and marginalised in our society.

The day also actively encourages service to others, just as Madiba did when he gave many years of his life in service to humanity.

"As the nation and the world remembers the profound and lasting impressions of Madiba, who is recognised and celebrated as an icon for racial equality and freedom - South Africans are encouraged to play their part towards positive change by building their communities and upholding a spirit of Ubuntu and social cohesion," Godlo said.

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