

Call for citizens to play your part and make every day Mandela Day

The Nelson Mandela Foundation in partnership with Brand South Africa, launched the 'Play your Part for Madiba' campaign on 6 July 2015. This campaign is aimed at galvanising citizens into embodying the values and spirit of Madiba and playing their part for our country's growth and development.



Mandela followed three principles throughout his life: Free yourself, Free others, Serve every day. Following these three principles the aim of Mandela Day is to ensure that we continue to perpetuate Madiba's legacy making our world a better one for all, through acts of kindness, no matter how small.

Mandela Day is an initiative dedicated to giving back to those less fortunate, the vulnerable and marginalised in our society. In fact, Mandela Day actively encourages service to others.

Interventions, such as the 'Play your Part for Madiba' campaign give expression to South Africa's commitment to human development as outlined in the National Development Plan, and positions the youth as key role-players to the country's drive for social and economic development.

South Africans are encouraged to play their part towards positive change by building their communities and upholding a spirit of Ubuntu and social cohesion.