

## Wear your heart on your sleeve

Cape Town-based Brand ID has worked with 46664 (South Africa) to create a debut range of merchandise for supporters of Nelson Mandela International Day 2012. The range pays tribute to the spirit of Mandela's 2008 rallying call in London for "new hands to be found to lift the burden."



A portion of the proceeds of sales of all the official merchandise goes back to the 46664 (South Africa), for funding of projects on Nelson Mandela Day and throughout the year.

"Every year there is a significant demand for clothing items that allow people to demonstrate their support and participation in Mandela Day initiatives," explains Nelson Mandela Day representative Sello Hatang.

"Over the past few years, stakeholders approached us for this kind of merchandise at the last minute, during the month of July, and this often caused immense pressure on the service provider. This year we are putting out the information early so that contact can be made with the supplier timeously."

The range of unisex Tees, in short and long sleeves, as well as button-through shirts that are tailored for both men and women, are set to become an iconic part of the merchandise range. Enhancing the range is a series of peak caps and pin buttons that carry the legend "Nelson Mandela Day".

Reasonably priced (the t-shirts start at R95.00) and of great quality, the range of merchandise is a way for individuals and corporates to show their support for this global social mobilisation event.

On 18 July individuals and organisations around the world will spend at least 67 minutes doing good work in their own communities in honour of the 67 years Nelson Mandela gave in service and sacrifice.

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