



MANDELA DAY: 18 JULY

“It is time for new hands to lift the burdens” – Nelson Mandela, 2008

The Nelson Mandela Foundation and 46664, the campaign, in association with its sister organizations have called for Mandela Day on 18 July, to be recognized as an annual international ‘day of humanitarian action’ in celebration of Nelson Mandela’s life and legacy. Mandela Day serves as a catalyst for each and every person around the world to realize that they have the ability to change it through small actions. We hope that this will lead to an international movement for good.

Mandela Day, is *not a holiday* but an annual celebration of Nelson Mandela’s example of community service. He spent 67 years of his life actively devoted to promoting and bringing about social change. On Mandela Day we ask individuals to symbolically give at least **67 minutes** of their time in service to their communities in whichever way they choose. We urge people to become involved in activities to uplift the communities around them on an ongoing basis.

A global movement for positive change begins with small actions. As he has reminded us, *“it’s in our hands”* to create a better world. We take inspiration from his example to take responsibility for ourselves and to understand our responsibility to others.

The Mandela Day campaign welcomes the involvement of individuals, government, companies and NGOs into this global movement for good. We implore that Mandela Day activities do not divert resources earmarked for communities and their NGO partners.

In his State of the Nation address, President Zuma urged that the nation “wholeheartedly support Mandela Day and encourage the world to join us in this wonderful campaign.” South Africa’s Ambassador to the UN is currently in discussion with UN officials and with member states in order to seek official recognition by the General Assembly for Mandela Day. We hope that this will lend impetus to this international movement.

Mandela Organisation Activity

The Mandela Organisations will be active on Mandela Day in their respective areas of work. The Nelson Mandela Foundation, through its Centre of Memory and Dialogue will convene as part of its ongoing series, a community conversation in Khayelitsha to address issues of Xenophobia. Other Nelson Mandela Foundation staff will spend at least 67 minutes of their time at various community based projects.

The Nelson Mandela Institute for Education and Rural Development, with the University of Fort Hare will organise volunteers to renovate a local high school in Alice and clean up the town.

The Mandela Rhodes Foundation will be part of a series of ubuntu workshops in Cape Town aimed at exploring issues of diversity and the spirit of ubuntu in the workplace.

The Nelson Mandela Children's Fund will honour and celebrate their Founder's example and legacy through their continuous support of programmes that impact on the lives of children. The Nelson Mandela Children's Fund currently supports 74 programmes across the country.

Inaugural International Mandela Day Events

The City of New York and their partners are generously hosting the inaugural international Mandela Day events. This will include photographic exhibitions on the life and times of Nelson Mandela and promoting dialogue between students in New York and South Africa. A dinner and a concert will be held to raise funds for the ongoing work of the Nelson Mandela Charities and for 46664 supported projects in various African countries.

As always, these events are sponsored, and artists at the concert perform free of charge. This year, due to the economic climate, there will be no live broadcast of the concert in order to save on the \$50 000 broadcast costs. However, a recording of the concert has been offered to the SABC to flight soon after the concert.

It is emphasized that the focus of the first Mandela Day in South Africa is on community service.

For more information, please go to www.mandeladay.com or contact Chantal Cuddumbey at Chantal@46664.org.za / 011 728 1000.

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