



Mandela Day – Q & A following announcement – for stakeholders

1. Q: When and how did the idea of Mandela Day come about?

The idea of Mandela Day arose from the acknowledgement that people throughout the world are inspired by Mr Mandela's life of sacrifice and service. While it is not possible for him to personally respond to the countless requests he receives from individuals and groups, Mandela Day was created as a way for people to do something good in the world in their own way and to honour Mr Mandela at the same time.

2. Q: What is the purpose of Mandela Day?

Mandela Day will be held every year on his birthday, 18 July and it will be a day dedicated to celebrating Nelson Mandela's lifetime of commitment and service to humanity. It is a day dedicated to community service towards helping to build social cohesion, to promote peace, justice and reconciliation and the respect for human rights. This special Day will be an ongoing call to action for all of us to *make our own imprint* on the lives of others.

3. Q: What will the campaign involve?

The core of the campaign is about "making an imprint" on the lives of others. Nelson Mandela has spent 67 years fighting for the rights of humanity and all we are asking is that each of us gives 67 minutes of our time, on that day, to help others. This could be spent reading a newspaper to the elderly or comforting people suffering from incurable diseases, whatever any individual wants to do. Each 67 minutes will make a difference and help create a global social movement for good.

4. Q: Will Mandela Day be a public holiday?

No, Mandela Day is not a day off, but it is a day in which people can **opt in** to show that we can all make a difference, in our own way however small. The commemoration of Mandela Day is about helping to build stronger, more humane societies.

5. Q: What do you hope to accomplish?

We aim to inspire people around the globe to use the example of Nelson Mandela's life to inspire their own day-to-day actions. We will also help connect people with ways to get involved with local partner organizations at our new site, www.MandelaDay.com

6. Q: Who is on board to support the campaign?

Support is being sought from government, political parties and from civil society groups around the world. We are heartened and greatly encouraged by the positive feedback we have received. The endorsements of Mandela Day by different leaders, governments, individuals and organisations will be released shortly.

7. Q: Why have you chosen New York as the city to launch the first Mandela Day?

The new spirit of hope in the United States since the election of President Obama and his emphasis on service and what ordinary people can do, makes it an ideal venue for the launch of Mandela Day. We will be working with people throughout New York City to help spread Mr. Mandela's message of compassion and service, not just in America, but around the globe. But we hope the day will eventually be recognised around the world and provides an opportunity for anyone, wherever they are to take part and make a positive impact on the lives of others.

8. Q: What is the involvement of Mr Mandela's organisations?

Mandela Day has the support of the Nelson Mandela charities and is being managed by the 46664 Campaign.

9. Q: What does Nelson Mandela think of Mandela Day and will he be involved in the campaign at all?

Mr Mandela is humbled at the idea of an internationally recognised day devoted to honouring his legacy and having it taken up by ordinary citizens around the world. He is inspired by the potential that ordinary people have to build on his contribution to social justice, and which his charitable organisations continue to strengthen. There are no plans for Madiba to travel to NY.

10. Q: When are the other events happening in New York – you mention a concert, a gala and an exhibition. Can you tell me more about these?

More information about the events will be released on 11 May. They include exhibitions in public spaces in the city of New York, a fund-raising dinner and a concert.

11. Q: You mentioned a student charter with involvement from the New York City Department of Education.

At the beginning of June, 12 students from New York will travel to South Africa to meet with a group of South African students – all of whom are winners of a schools competition about the life and legacy of Nelson Mandela. Both groups will be guests of the Nelson Mandela organisations which will work with them to draft a Mandela Day student charter.

12. Q: How would other people get involved in Mandela Day?

They should go to www.MandelaDay.com where there will be more information on how to get involved.

13. What could people in South Africa do on the day?

People in South Africa should do whatever they choose to do in service of others. They are welcome to let us know what they have chosen to do on the day by emailing nmf@nelsonmandela.org. We would also be interested in hearing about their experiences afterwards.

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