



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 vehicle of the Mandela organizations, are calling 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 is designed to harness the hope and inspiration that Mr Mandela has brought to the world by galvanizing a global movement for good. This day will be characterized by local people taking charge of their own destinies and at the same time, they will be honouring Mr Mandela by doing good for others. It is hoped that Mandela Day will be a catalyst for individuals and communities to emphasize the values of ‘social cohesion’ such as inclusivity and respect. Whatever activity is planned should promote dialogue and a sense of community.

Mandela Day, is *not a holiday* but is intended to become an annual celebration of Mr Mandela’s life and a global call to action for people to recognize that everyone has the power to change the world around them. The ultimate aim is the creation of a continuous movement for good.

Mr Mandela has given 67 years of his life in service. On Mandela Day we ask individuals to give at least **67 minutes** of their time in service to their communities in whichever way they choose. Although the 67 minutes call is symbolic, we urge people to become involved in good works on an ongoing basis, thereby helping to create a movement for good.

A global movement for positive change begins with small actions. Each person who responds to this call, should decide for themselves what they would like to do, and then do it as a tribute to Mr Mandela. As he has reminded us, *"it's in our hands"* to create a better world and we take inspiration from his example to take responsibility for ourselves and to understand our responsibility for others.

The Mandela Day campaign welcomes the involvement of individuals, organizations, companies and NGOs and encourages them to do something good to improve their communities.