

Relate Bracelets, Mandela Bangle launch #My67Beads

Relate Bracelets, collaborating with the Mandela Bangle, has embarked on a campaign for national hope and solidarity to mark Mandela Day 2016.



Relate CEO Neil Robinson

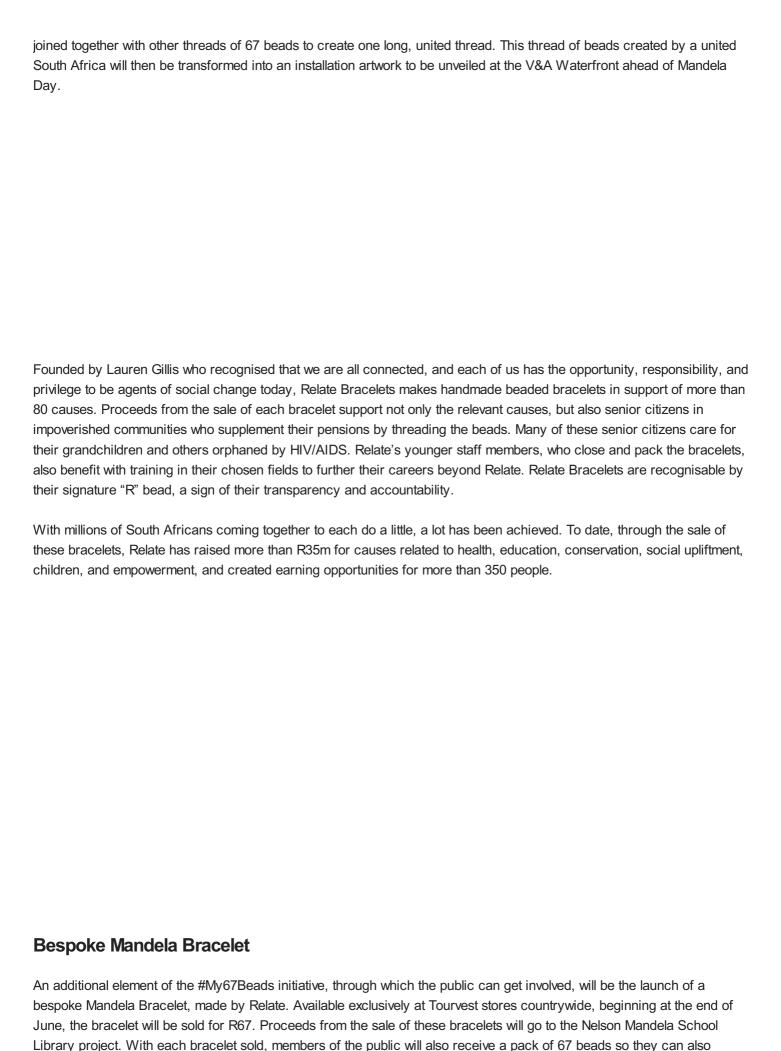
The Mandela Bangle, an initiative supported by Zenani and Zindiswa Mandela, supports the Mandela Day Library Schools project. Through the sale of these bangles, old containers are refurbished and stocked to be a library donated to underprivileged schools across South Africa. The Nelson Mandela School Library project, funded by the Mandela Bangle program, aims to change the face of literacy in schools across South Africa. The deployment of refurbished shipping containers converted into libraries has been ongoing since 2011 with more than 80,000 children benefiting daily.

For the past two years, Relate Bracelets has used Mandela Day as an opportunity to celebrate senior citizens and remind the general public of the vital role they play in our society. But this year, the organisation felt the need for something different.

Relate CEO Neil Robinson explains: "South Africa has had a challenging time of it lately – socially, politically and economically. And whilst our country faces many difficulties, I believe there is an underlying spirit of *ubuntu* which is alive and well in millions of us. It is with this belief that we are embarking on the #My67Beads campaign initiative this year to honour Mr Mandela's legacy in helping to build and connect our great nation."

"Connect the beads, connect the nation"

With Relate Bracelets in mind, the campaign calls on South Africans to "connect the beads, connect the nation". Involving the public, celebrities, and corporate partners, Relate has invited individuals to each thread 67 beads, which will then be



"connect the beads, connect the nation".

The public is also invited to get involved by visiting select Protea and African Pride Hotels across the country where Bead 'n Go stations will be available starting 17 June. At these Bead 'n Go stations packs of beads to be threaded will be available. Additionally, in Cape Town, at the Victoria & Alfred Waterfront, public Bead 'n Go activities will be happening from 28 June to 4 July. In keeping with former president Mandela's vision for South Africa, to ensure that this campaign is as inclusive as possible, these bead packs will be available for free.

Leading the way for other South Africans, celebrities like footballer Matthew Booth, former Miss South Africa Nicole Flint, and presenter Tracey Lange, have pledged their support for the campaign and already threaded their #My67Beads. Recognising the key positions they hold in our society as proudly South African brands, Protea Hotels, Nando's, Clicks, Fedex, Deloitte, and the Victoria & Alfred Waterfront have also undertaken to have their leadership and staff thread their #My67Beads in support of the campaign.

For more information on the campaign and further details on how to get involved, go to www.relate.org.za.

For more, visit: https://www.bizcommunity.com