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| **Month** | **Thematic Focus** | **Campaign Highlights** | **Project Detail** | **Location** |
| January | Launch period | Launch of the NMF PSAs | Launch of NM100 Specific PSA | National/ International |
|  |  | Launch of the NM100 Campaign | Launch of the NM100 Campaign | Johannesburg |
| February | Prisoners Rights/ Poverty & Inequality | Freedom Race & NMF Activations | Annual race based on Mandela’s release from Victor Verster Prison (Drakenstein Region) | Cape Town/ Stellenbosch |
|  |  | Launch of the Nelson Mandela Commemorative Stamp | Launch of the Nelson Mandela Commemorative Stamp and Medallion in partnership with the SA Post Office & SA Mint | Johannesburg |
| March | Human Rights | Ski-2-Sea MTB Tribute Race | An extreme biking event set on the EC, from Drakensberg to the East Coast over 4 days | Wild Coast, Eastern Cape |
|  |  | OLSO Freedom Forum (JHB) | A partnership with the OFF to deliver the African leg of the OFF conference to be held in May 2018 | Johannesburg |
| April |  | Tshimong Youth Debate Competition | A debating competition targeted at Gr 10-12 learners that will engage with the legacy of Nelson Mandela | National |
|  |  | Launch of the Shave to Remember programme | A social media-driven campaign focussed on inviting people to shave their hair into the iconic “Mandela cut” | International |
|  |  | Cannes HP Dinner | A sponsored gala dinner during the Cannes Film Festival. NMF will be holding bespoke activations in Monaco and surrounds during the period | Monaco |
| May | Africa Month/ Worker Month | Bassline Africa 2018 | Music festival focussed on promoting African music artists. Three-day 2018 event dedicated to NMF and will dedicate Africa Day to NMF dialogue work. To be hosted at Constitution Hill. | Johannesburg |
|  |  | NMF Centre of Memory Anniversary | Celebration of 15 years since opening of the CoM | Johannesburg |
| June | Youth Month | NMF Youth Symposium | A NMF-branded multi-day symposium targeting youth engagement on social justice issues, underpinned by, and reflective of, the legacy of Nelson Mandela | Johannesburg |
| July | Nelson Mandela Centenary | Bespoke celebration of Nelson Mandela at 100 | Celebrations will include Mandela Day (July 18) events, Annual Lecture & Chairman’s Dinner | Johannesburg |
|  |  | Release of tribute song | Tribute song by Black Coffee to coincide with the Centenary to be released to the public | Johannesburg |
|  |  | Tribute concert in Porto, Portugal | Tribute concert/ festival to be held in Portugal, which includes an exhibition | Porto, Portugal |
| August | Women & Gender | Seminar on Women & Gender | Gender politics in South Africa | Johannesburg |
|  |  | The Next Madiba | Launch of TV series | Johannesburg/ national |
|  |  | SANRAL/ NMF Women’s Summit | Women’s summit in Eastern Cape, in partnership with SANRAL | Eastern Cape |
| September |  | OLSO Freedom Forum, New York | Dialogue Summit on Global Issues affecting humanity | New York, USA |
|  |  | KayaFM Relay | Relay race sponsored by KayaFM | Johannesburg |
|  |  | Being Mandela - TV Series | Launch of TV series | Johannesburg |
| November |  | Quest-4-Mandela MTB Tribute Race | An extreme biking event set in the Eastern Cape, from the Drakensberg to the coast over 4 days | Eastern Cape |
| December | Remembrance period | Mandela Walk-Run | The MWR event will follow on from a successful event in 2017 | Pretoria |
| Monthly |  | Mandela Day Fridays | During 2018 the Mandela Day team will be driving a support campaign called Mandela Fridays. The aim is to encourage sustainable actions by civil society and individuals. Achievements will be celebrated with key stakeholders on 18 July 2018 |  |