



Date: 17 April 2015

Press Release

**For immediate release**

**Knitting and crocheting blankets is uniting a nation in the name of Tata Nelson Mandela  
“Good Wool Cup” marking 21 years of Democracy and Freedom**

What started out as an initiative for Nelson Mandela day has grown into a 67 Blankets movement, endorsed by the Nelson Mandela Foundation, uniting South Africans into a single cause, knitting blankets in the name of Madiba.

The 67 Blankets for Nelson Mandela day has since gone viral, with people from all over the world pledging to make a blanket with ones own two hands.

The campaign has captured the attention of many South Africans from the ordinary man on the street to celebrities around the globe, as well as corporates and “KnitWits for Madiba” in Australia, Canada, Germany, Cyprus, London, Belgium, Holland the US and India.

Mandela Day as we all know, aims to inspire people to take action to change the world for the better and, in doing so, to build a global movement for good. On Mandela's birthday, which is on 18 July - unanimously adopted as Nelson Mandela International Day by the United Nations General Assembly in 2009 - people around the world are challenged to **spend at least 67 minutes doing good work in their communities in honour of the 67 years that Mandela gave in service and sacrifice.**

Doing good for others is what Madiba preached and I quote, “while addressing 50 000 people gathered at the park and a television audience of millions, Madiba started changing the words of his speech. **Instead of saying 'doing good for people', he changed it to 'people doing good'. He changed the slogan 'it's in our hands', saying to the world 'it's in your hands'.**”

67 blankets for Nelson Mandela day has seen the very best of the South African spirit. Reminding us of what a resilient, caring, kind and warm a people we are. Every single blanket through every single stitch that will keep thousands of South Africans warm this winter is evidence of our caring nature as a country.

The display of thousands of handmade blankets will take place at the Union Building, where they will be spread across the vast lawns in a sea of colour, around the great statue of Nelson Mandela, on 21 April 2015, celebrating our countries Democracy and Freedom. Artists performing on the day will include Lira, Loyiso Bala, Wouter Kellerman, Timothy Moloji and Tshwane Metro Police Choir.

67 Blankets for Nelson Mandela Day also won Campaign of the Year 2014 at the SATY awards. There will be an attempt to enter The Guinness World Record, for the “Most amount of hand made blankets for a charitable event”. The 1st ever “Good Wool Cup”.

South Africans are invited to join the movement to keep our beloved Madiba’s legacy alive!



**For more information on the event on 21 April 2015 or on how to get involved in the campaign, please go to [www.67blankets.co.za](http://www.67blankets.co.za), [info@67blankets.co.za](mailto:info@67blankets.co.za), <http://www.67blankets.co.za/> or to the 67 blankets Facebook page.**

Attendees on this momentous occasion will include:

- Minister of Sport and Recreation, Mr Fikile Mbalula
- The Executive Mayor City of Tshwane, Councillor Kgosientso Ramokgopa
- MMC of the City Of Tshwane, Cllr. Subesh Pillay.
- CEO of the Nelson Mandela Foundation, Mr Sello Hatang
- Founder of 67 Blankets, Ms Carolyn Steyn
- Mr Vusumuzi Mavuso Chairman of the SABC Foundation
- Chairperson of Brand South Africa, Chichi Maponya
- Ms Josina Machel
- Mrs Mbeki
- Mrs Bridgette Radebe
- Mr Paul Mashatile
- Linda Zama, Special Adviser to the Premier at the office of the Premier KZN
- Royal Bafokeng Tribe Princess Molotlegi

- End -

Inquiries contact: Heston Thomas 011 623 2344 / 072 886 0470 / [heston@mackaycommunication.com](mailto:heston@mackaycommunication.com)  
**OR** Trudy Mackay: [trudy@mackaycommunication.com](mailto:trudy@mackaycommunication.com)