



Mandela Day
make an imprint

a 46664 celebration

To millions of people around the world, Nelson Mandela stands, as no other living figure does, for the triumph of dignity and hope over despair and hatred, of self-discipline and love over persecution and evil.

His strength and moral authority, even as he enters his 91st year, remain undiminished.

Today, beset with seemingly overwhelming issues, we continue to need both inspiration and guidance to take responsibility for ourselves and, in so doing, begin to learn to understand our responsibility to others. The mission of his charitable organizations is to uphold these values and to ensure that his legacy continues for all to benefit from.

As a global call to action, we have reached out to leaders across the world to recognize the date of July 18th, Mandela Day, as a diarized annual 'day of humanitarian action' in perpetuity.



Mandela Day

Mandela Day - A 46664 celebration

Mandela Day, July 18th (Nelson Mandela's birthday) will become recognized as an international annual celebration of his lifetime of commitment. It will represent an ongoing call to action for all of us to *make an imprint* and to celebrate the occasion. Mandela Day is not a day off, but instead a day to opt in and to demonstrate that we can all make a difference of value, however small.

Mandela Day is a day on which to share and understand the values that have embodied his life – fighting for humanitarian rights, helping people in need and practicing reconciliation. These are the essential tools not only of true leadership, but also of exemplary citizenship.

New York

This coming July, New York City will be the proud host of the inaugural Mandela Day campaign and events.

Making an Imprint

He was 24 when he became actively involved in politics.

He was 45 when he was sentenced to life in prison.

He was 71 when he was released.

He was 75 when he received the Nobel Peace Prize.

He was 76 when he became South Africa's first black democratically elected President.

He was 77 when he established the Nelson Mandela Childrens' Fund

He was 81 when he established the Nelson Mandela Foundation.

He was 85 when he launched his HIV/AIDS campaign with his prison number '46664'.

In short, Nelson Mandela has spent 67 years of his life fighting for humanitarian rights including issues of race, gender, poverty, disease and lack of education.

By connecting people with ways to learn from, and act on Nelson Mandela's values, we are asking participants to do one thing to make an imprint on the world around them. Believing in the unique ability of each of us as individuals, our hope is to inspire a global movement for positive change, step by step, hand in hand.

All we ask of any individual is the gift of 67 minutes spent in the service of their community, or of others less able or fortunate than themselves.

The Mandela Day Campaign

The Mandela Day campaign welcomes and encourages existing organizations to unite under the 'big tent' of Mandela Day. Many of our supporters, ambassadors and contributing artists promote charities and causes about which they are impassioned. Many communities and institutions run specific initiatives that will benefit from a wider call to action.

By combining efforts we can amplify such a call to action, and through the elements of this exciting campaign can provide as many simple and effective ways for people to become involved as there are people to generate ideas.

The center of the Mandela Day activities will be www.mandeladay.com and all partner organizations will be linked through this online portal.



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Prior to the campaign start

April 20: mandeladay.com site launch

April 27: global call to world leaders, UN and world press

April 24: Mandela Day Tribeca Film Festival Award announcement, New York
(see below)

May: Launch of 46664 Ambassadors website

May 11, w/c: Madison Square Garden concert announcement

May 14: celebrity buzz-building party for selected media, hosted
by Forest and Keisha Whitaker, Los Angeles

May 18, w/c: Madison Square Garden concert tickets on sale

May 20: celebrity/politicians buzz-building party for selected media, Washington DC

May 31: NY students visit the Nelson Mandela Foundation where Mr Mandela's
office is situated to create The Mandela Day Student Charter with SA students
(see below)

46664 Ambassadors

46664, named after Mr Mandela's Robben Island prison number, was initially launched in Cape Town in 2003 to raise awareness of HIV/AIDS. 46664 now operates as a campaign vehicle, alongside the Nelson Mandela Foundation and its sister organizations, expanding its focus to champion Mr Mandela's broader humanitarian work.

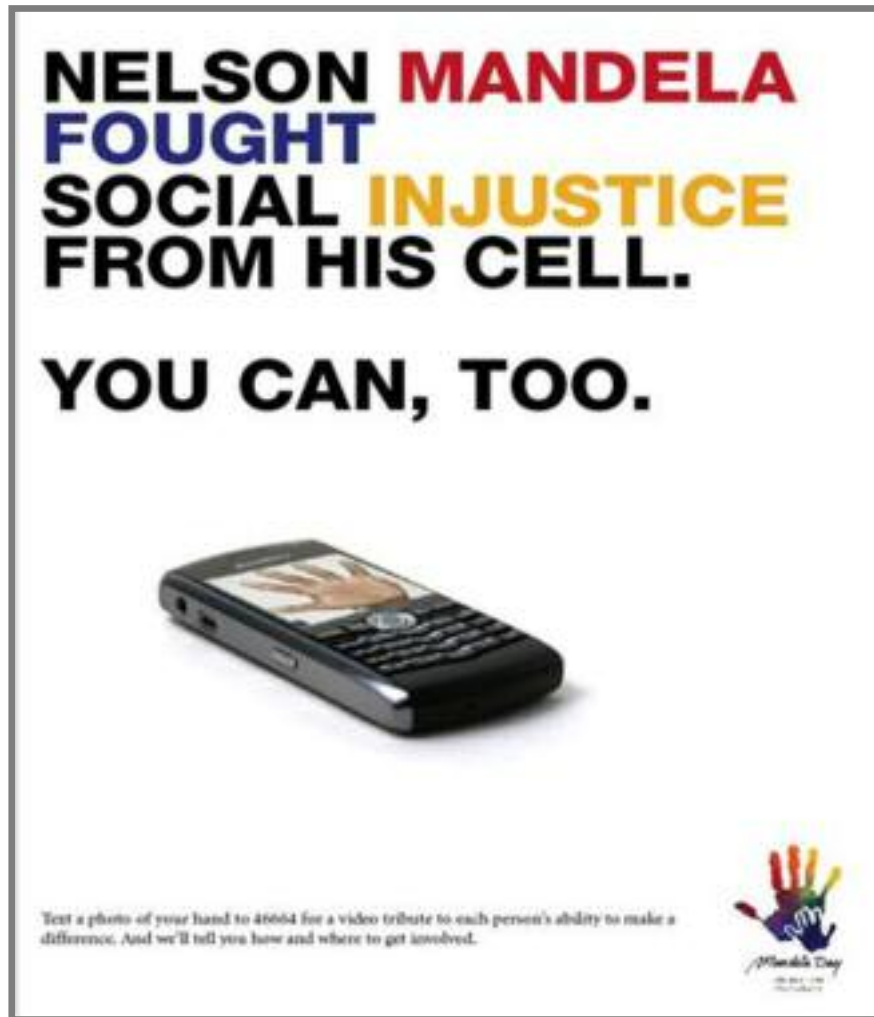
All artists who have given their time and commitment to support Nelson Mandela's 46664 campaign have been appointed 46664 Ambassadors. These Ambassadors, growing in number by the year, form a formidable and unique artists' community.

The www.46664.com website will be re-launched in May 2009 as a unique platform to host the 46664 visual archives and to enable 46664 Ambassadors to communicate with their fans, with Mandela Day supporters and with each other.


Following Mandela Day and the Mandela Day Concert at Madison Square Garden on July 18th, www.46664.com will amalgamate with www.mandeladay.com to link together to become one interacting global website.

June 14: Mandela Day campaign launch


Making an imprint: integrated media campaign



**NELSON MANDELA
FOUGHT
SOCIAL INJUSTICE
FROM HIS CELL.
YOU CAN, TOO.**



Text a photo of your hand to 4664 for a video tribute to each person's ability to make a difference. And we'll tell you how and where to get involved.



An extensive and fully integrated global program of media and social interactivity via mobile and internet: one pair of hands and a cellphone are the basic tools to enable individuals to make a difference. Together with the substantial supporting press and poster campaign, this is at the core of the overall 'Make an imprint' campaign.



June/July: Mandela Day campaign Making an imprint: mobile and digital



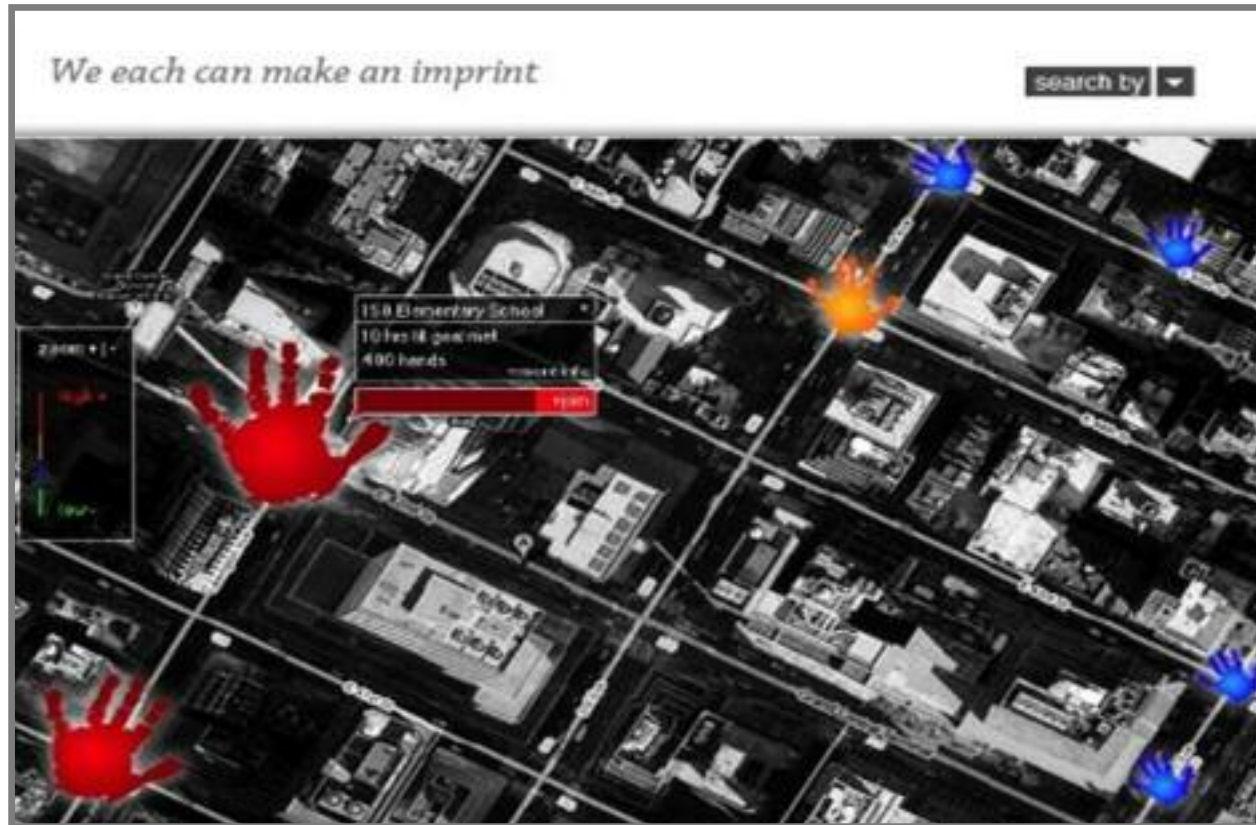
A photo of your own hand, taken on your cellphone, is texted to 46664 to show solidarity with the campaign, and to participate in a visual spectacular of thousands of hand photos projected onto a wall inside Grand Central Station and prominent buildings throughout NYC. This digital imprint is as easily done from Tanzania as it can be from Tribeca.

The montage of hands will come together to form the handprint of Mr Mandela; a tangible representation not only of those individuals across the world who have volunteered their commitment, but also of Mr Mandela's own imprint.



June/July: Mandela Day campaign

Making an imprint: mobile, digital and interactive



Through your cellphone, via volunteer heat map: state-of-the-art messaging shows where in your neighbourhood help is needed, and subsequently the visible impact of your volunteering. Handprints, mapped by size and color code, indicate organizations or situations in your community that require volunteers.

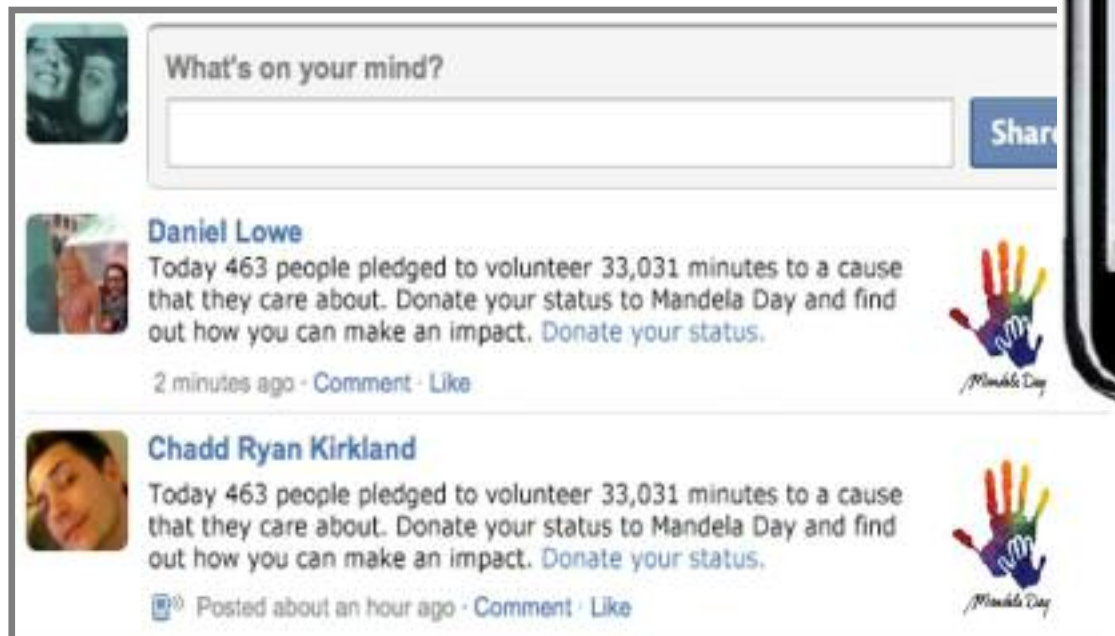
Register, become involved, and the urgency of the need is seen to diminish through change of color and size — you've begun to make visible your social imprint.

June/July: Mandela Day campaign

Making an imprint - mobile, digital and interactive

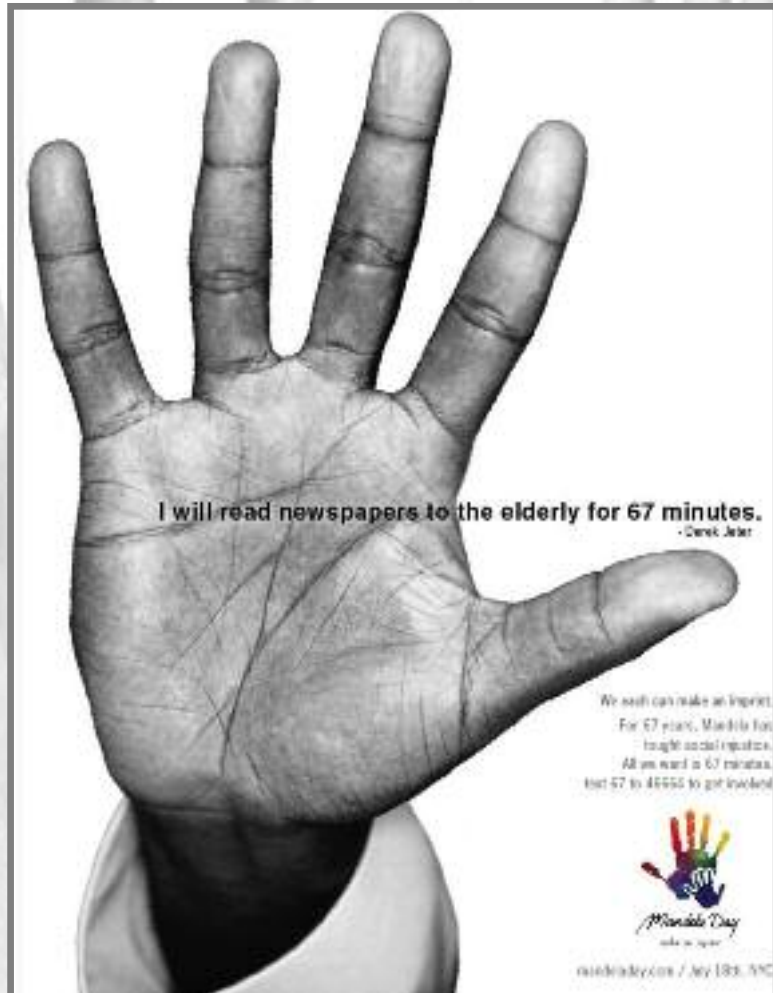
Action by word of mouth and sharing: a program based on contemporary social tools to enable consumers to share the message and encourage friends to opt in – Twitter, Facebook, Flickr etc.

The 'Madiba Moment' campaign sends regular quotes from Mr Mandela's speeches and writings directly to an individual's mobile as a text or audio voicemail, or via email or Facebook, and will also be broadcast regularly on local or national radio or TV networks.



June/July: Mandela Day campaign

Making an imprint: 67-minute campaign



In short, Nelson Mandela has spent 67 years of his life fighting for humanitarian rights including issues of race, gender, poverty, disease and lack of education.

All we ask of any individual is the gift of 67 minutes spent in the service of their community, or of others less able or fortunate than themselves.

The poster and media campaign photographs the hands of volunteers alongside celebrities to show their active commitment to Mandela Day, and the nature of the imprint they have made in their chosen community or charity. Under the umbrella of Mandela Day, this commitment can be directed towards any specific initiative personally supported by any participating individual.

June/July: Mandela Day campaign

Making an imprint: additional partnerships

Mandela Day Student Charter

Already in progress, the Mandela Day Student Charter is an initiative taken into schools by the NYDoE in the five boroughs to share Mr Mandela's legacy with students, to inspire them to express their own message in a piece of work of their own making – whether essay, artwork, music or multimedia. The best of these will be sent to The Nelson Mandela Foundation for selection of twelve young finalists who will be chaperoned into Johannesburg for three days, to be hosted by the Nelson Mandela Foundation, and to meet with fellow students from South Africa who undertook a similar program last year.

As part of the Mandela Day activities, these young students will return to NYC with their South African counterparts to draw up between them the Mandela Day Student Charter, their vision of how younger generations can effect an exemplary legacy. Mr Mandela's belief in the need to engage the attention of young people is clearly stated, and these students will become our youngest ambassadors.

Mandela Day Tribeca All Access Film Award

We are partnering with the Tribeca Film Institute to offer TAA member film directors the opportunity to win film grants in order to develop short films that convey the essence of Mandela Day/Make an imprint. The partnership will be announced on April 24 at the Tribeca Film Festival in New York and will be underwritten by our Mandela Day sponsors. This will mark the commencement of a commitment to our support of the work of new artists and filmmakers.

June/July: Mandela Day campaign Making an imprint in the city

Mandela Day branding will be prominent on banners, flags, cabs and busses throughout the months of June and July and in prominent public spaces. An initiative is under way to rename a New York City street in honour of Mr Mandela, unveiled with appropriate ceremony and PR, and delineated by imprints in the sidewalk by those who offered commitment – celebrities, political figures, community leaders, those who have volunteered their time, students or indeed any individual who has made their imprint.



Towards Mandela Day:

June 22: **Mandela Day NYC subway exhibition**

A unique poster exhibition throughout the New York City subway system, using anecdote and imagery to help educate and engage people in Nelson Mandela's life and political journey, culminating in a larger exhibition at Vanderbilt Hall, Grand Central Station.

July 13: **Mandela Day exhibition at Grand Central opening**

July 15: **Gala Dinner hosted by President Clinton, Vanderbilt Hall, New York**

July 16: **Presentation of Mandela Day Student Charter**

July 18: **Mr Mandela's birthday, Mandela Day.**

Madison Square Garden concert and finale with open-air simulcasts

An international concert at New York's Madison Square Garden with appearances by major artists, African performers and gospel choirs, with addresses by celebrities and politicians. Directed by David Mallet for international television and internet broadcast, and simulcast free, to selected parks in all five boroughs of New York.



Thank you for your support

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