# MVP for Mandela Day



On Monday, 18 July, Mars Multisales South Africa associates harnessed their collective power to make a difference in the communities in which we live and operate by taking part in three Mandela Day Activities.

*What is Mandela Day?*

Nelson Mandela International Day was launched in recognition of Nelson Mandela's birthday on 18 July, 2009 via unanimous decision of the UN General Assembly.

It was inspired by a call Nelson Mandela made a year earlier, for the next generation to take on the burden of leadership in addressing the world's social injustices when he said that "it is in your hands now". It is more than a celebration of Madiba's life and legacy. It is a global movement to honour his life's work and act to change the world for the better.

Associates showed their pride in Mars by help make a positive impact in the community with three MVP activities.

## Woodrock Animal Shelter

On Mandela day this year Woodrock invited associates and everyone in the community to come along to their Farm in Hennops River Valley and buy a lock and key for R67 ($5). Associates wrote a message on the lock and then placed the lock onto the Woodrock fence. For however many years that lock remains on the fence in memory of the years Mandela was locked away. Woodrock also asked associates to join them for a walk around the farm in silence to think of all the animals that are locked up for years without a voice, without a hope, without that second chance. Eight associates participated in this event.



## Building a Sandwich

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Associates were asked to be part of a sandwich making marathon which took place in the office from 08h00 to 10h00 on Monday, 18 July. The sandwiches which the associates made were to be handed over to over 100 needy children at Thuthukani Centre in Tembisa. Associates were also asked to donate a loaf of bread for the cause. Over 20 associates participated in this activity and over 140 sandwiches were made. The extra sandwiches were handed over to a homeless shelter in Rosebank.



## Sandwich Handover

Associates were asked to be part of the Sandwich handover at Thuthukani Centre in Tembisa. They got to spend some time with the 110 children at the centre. The organization caters to orphaned children and poor families. Most of these families are not employed due to illness and some of them stay for days without nutritional food. A group of 12 associates participated in this activity and they got to see firsthand how the centre operates and interacted with the children in the daycare.

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The Associates at Mars Multisales South Africa embodied our Principles and reflected the true spirit of Mars. Our MVP activities were a tremendous success thanks to the incredible efforts of each and every associate who participated.

On the same day, Whiskas® donated 50 000 meals to sheltered cats. The brand team took part in a national radio campaign on 5fm with DJ, Roger Goode. The campaign was about creating awareness around the plight of rescued animals.  Partnering with the SPCA, Roger broadcasted live from a cage at Sandton City Mall in Johannesburg on Monday, 18 July, 2016.  And because WHISKAS® cares, the brand donated 50 000 meals to shelters cats at the SPCA as part of Roger Goode's initiative.

Roger Goode mentioned the Whiskas® donation on air from Thursday, 14 July and interviewed Rita Fernandes, Mars Africa Marketing Director – Petcare, on Sunday, 17 July.  5FM also promoted the Whiskas® donation on air on Monday and via their Twitter, Facebook and Instagram platforms.