



Media Release

SOLIDARITY FUND

Solidarity Fund launches behaviour change campaign, announces participation in cricket benefit game

Johannesburg, 17 June 2020 – The Solidarity Fund this week launched its Citizens in Solidarity campaign to help drive positive and healthy behaviour as a key tool in South Africa’s fight against the spread of the Coronavirus as the country braces for its peak.

The campaign, which is in South Africa’s 11 official languages consists of messaging across various media, including radio, television, billboards and digital media. In addition, the campaign will be driven through social partners such as civil society organisations, traditional leaders and faith-based organisations to amplify the message.

The central theme of the campaign is to create awareness and educate on how to avoid contracting and spreading the virus. The specific messages include washing hands, wearing a mask and continuing with social distancing. This is in line with the campaign’s rallying call to be a Citizen in Solidarity.

“The Solidarity Fund’s awareness campaign is about unifying the country towards social solidarity and inspiring South Africans to adopt the necessary behavioural changes that are required to live with the virus and moving the nation from a state of paralysis to power; and from fear to hope,” said the Fund’s interim CEO Nomkhita Nqweni.

The call to action awareness campaign is the third leg of the Fund’s interventions, following the health and humanitarian responses. The health response entailed providing Personal Protective Equipment for frontline health workers, while the humanitarian effort saw more than 280 000 food parcels delivered to vulnerable households and dedicating support to victims of gender-based violence.

The campaign was made possible through the support and generosity of many partners who donated airtime and creative resources. This national campaign is aimed at reaching all South Africans across the country.

John Hunt, who leads the awareness team said: “The campaign is premised on creating a movement with a set of values and behaviours that everyone should live by in order to be part of a community of responsible citizens - Citizens in Solidarity.”

A centrepiece of the campaign will be a live cricket game – the first to be played in South Africa and televised on SuperSport since the beginning of lockdown. The game will take place on the 27th of June at SuperSport Park in Pretoria. It will feature most of the country’s leading cricketers. Part of



the proceeds of the initiative will be used in the fight against COVID-19 in a partnership between the Solidarity Fund and Cricket South Africa.

Speaking at the launch of the Solidarity Cup today, interim CEO Nomkhita Nqweni said: The Fund is proud to be at the centre of an innovative initiative that is informed by a collective drive to minimise the impact of the COVID-19 pandemic. It is humbling to see South Africa's great cricketing role models prepared to be "Citizens in Solidarity". This is telling of the country's ability to rally together to find unique solutions in tough situations."

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