



MEDIA STATEMENT

SABC CALLS ON CITIZENS TO PLAY THEIR PART IN THE FIGHT AGAINST COVID-19 PANDEMIC

Johannesburg, Friday 24 April 2020 – The South African Broadcasting Corporation (SABC), is pleased to announce its partnership with the Solidarity Fund, in an effort to give visibility to its objectives and activities. This comes as the country is dealing with the unprecedented challenge of the COVID-19 global pandemic. Key to the work of the Solidarity Fund are measures aimed at lessening the severity of the COVID-19 impact on the nation.

Central to the partnership is the launch of a nationwide campaign to encourage citizens to contribute to the Solidarity Fund's endeavours. In line with its public mandate, the SABC has deemed it necessary to embark on a four-week campaign, to mobilise South Africans to play their part in supporting the work of the Solidarity Fund and to combat the COVID-19 global pandemic.

The campaign, **#ThatsSolidarity**, will be carried on all SABC radio stations, television channels and digital platforms. The SABC is using the campaign to encourage citizens to put their hearts and minds into the cause, and lend a helping hand to this crucial project. In addition to the campaign and as part of its own contribution, the SABC will allocate airtime to the value of R1.6m to broadcast the Solidarity Fund's Public Service Announcements on television and radio during the four-week campaign

As the nation's public service broadcaster, the SABC commits itself to continue using its platforms to serve the needs of the citizens, especially during this difficult period. As such, collaborative efforts between the SABC and its stakeholders is critical in all the nation's efforts to contain the spread of the coronavirus, reduce COVID-19 infections, and to minimise the impact of the scourge on society.

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Issued By: Group Communications

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