



Liliesleaf/....1

Event Media Release – For Immediate Release

Rise To The Challenge In Honouring Nelson Mandela Join 200 Ceo's At Liliesleaf Farm & Museum To Raise R30-Million For Charity!

Johannesburg, 31st May 2018. Speaking at the launch of The 2018 SleepOut™ Movement, recently held at Chancellor House, Dr. Makaziwe Mandela, Nelson Mandela's eldest daughter and Patron of The 2018 SleepOut™ Movement stated, "I am very proud but very humble as we launch the campaign for The 2018 SleepOut™ Movement honouring my dad's 100 years. I want to thank you very much for honouring his legacy".

In choosing Chancellor House to launch the Movement, Bongani Bingwa, SABC Presenter and Radio Journalist commented, "The 2018 SleepOut™ Movement is the most exciting movement yet. Chancellor House was the law firm where Nelson Mandela used to work as an attorney. It is 100 years since Nelson Mandela was born and it is a fitting place to launch The 2018 SleepOut™ Movement."

On Wednesday 11 July 2018, The Nelson Mandela CEO SleepOut™ - Liliesleaf Edition, aims to host 200 CEOs (each with four distinguished guests whom embody Madiba's leadership and humanitarian qualities) as they #RiseToTheChallenge, spending a winter's night at the iconic Liliesleaf Farm and Museum in Rivonia, Johannesburg. In addition, an auction will be opened to participating CEO's for Madiba's outside bedroom at Liliesleaf where he, Madiba, spent countless hours writing, reading and reflecting. Opening bids start at R250 000.00. The goal is to raise R30-Million and so we challenge 200 companies' C-Suites to Engage Business 'As A Force for Good', in preserving the history and therefore the future of this, our beloved home and country, South Africa.

In her speech Dr. Makaziwe Mandela stated, "Liliesleaf Farm is a great symbolic presence of where we came from, of who we are as a people, and of what we can achieve in the future, that is greater than we are!"

The CEO SleepOut™ Events 2015 - 2017, donated over R38-Million, supported 315 beneficiaries and involved over 470 business leaders. As one of 2018 CEO SleepOut™ Trust's two Primary Beneficiaries, Liliesleaf Farm and Museum was chosen for its commitment to Community Upliftment, Education and Nutrition; three of the five pillars that alleviate homelessness alongside Shelter and Healthcare. Once the nerve centre of the liberation movement and a place of refuge for its leaders, today Liliesleaf is one of South Africa's foremost, award-winning heritage sites, where the journey to democracy in South Africa is honoured.

The 2018 SleepOut™ Movement presents several unique new opportunities for everyone in South Africa to #RiseToTheChallenge in honour of Nelson Mandela's 100th year and raise awareness of the plight and injustice of homelessness, as well as raise funds to assist in eradicating this social inequality, in a series of memorable Events.

"The CEO SleepOut™ has started a whole new social narrative engaging business, labour, government and civil society in a conversation of how we develop our nation. The benefit we have found, goes way beyond the donations, it's more difficult to measure the intrinsic value", says Adam Craker, CEO of IQ Business.

More/....2

RISE TO THE CHALLENGE

Liliesleaf/....2

This global call to action has seen notable South African Business Leaders, Influencers, Learners and Entrepreneurs spend a mid-winter night outdoors, raising funds and gaining empathy for the homeless to benefit selected Beneficiaries, as well as creating an ongoing commitment to change in the leaders themselves.

#RiseToTheChallenge now by visiting The Nelson Mandela CEO SleepOut™ - Liliesleaf Edition – Wednesday 11 July 2018 - <https://theceosleepoutza.co.za/ceo-sleepout/>

Word Count 575

BACKGROUND – The SleepOut™ Movement

The SleepOut™ Movement was born out of a desire to address homelessness as a threat to human dignity and the realisation of fundamental human rights. The SleepOut™ Movement is underpinned by the philosophies of Social Innovation and Engaging Business 'As A Force for Change'.

Powered by The Philanthropic Collection (Pty) Ltd, the movement is equally focused on raising funds by Creating Capital With Conscience and allowing Participants to gain a genuine empathy for vulnerable communities and the homeless through their experience, as this is where a truly philanthropic mindset begins, which leads to continuous, sustainable social change.

The CEO SleepOut™ Trust has as its goal to receive donations from third parties in relation to The CEO SleepOut™ Events, provide funding and support services, and ensure the funds are disseminated to the appointed Primary Beneficiaries with absolute transparency and accountability. It is also responsible for ensuring the smooth activation of The Beneficiaries' Legacy Projects, born out of the funds raised from The CEO SleepOut™ Events.

To explore the Legacy Projects created by former Primary Beneficiaries, visit The CEO SleepOut™ Blog: <https://theceosleepoutza.co.za/blog/>.

The CEO SleepOut™ Trust

Trustees: A.D. Gregg (South African/ British); J.N. Dalziel (South African); R.I. Sher (South African); EFG Incorporated (Pty) Ltd (Registration No. 2016/ 005637/21)

ISSUED BY

The CEO SleepOut™ Trust

The 2018 SleepOut™ Movement

The Philanthropic Collection™ (Pty) Ltd

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