

14 April 2020

Dear members

### Call from President Ramaphosa to support the “Stay Home, Save South Africa” National campaign

We hope you all had a blessed and safe Easter weekend with your family and loved ones. The Presidency is rolling out a national campaign to encourage solidarity and collective action to fight the coronavirus. The campaign is all about encouraging all South Africans to heed the request to “Stay Home, Save South Africa.” We encourage everyone to read the communication below, heed the President’s call and support the messaging going forward.



### SUPPORT THE “STAY HOME, SAVE SOUTH AFRICA” NATIONAL CAMPAIGN

We live in an unprecedented time for our country, as we stand together against a global pandemic that has destroyed the lives of tens of thousands of people worldwide.

Since the President declared a national lockdown from 26 March 2020, we have made significant progress towards containing the spread of the coronavirus. South Africans have come together across multiple divides, and have shown remarkable determination, patience and solidarity.

We are, however, only at the beginning of a long journey together. For us to succeed in our efforts and protect the lives of our fellow citizens, we will need all South Africans to comply with the restrictions and advice that we have put in place. We have created a national campaign to encourage continued solidarity and collective action to fight the coronavirus, which we have begun to roll out across the country this week. The campaign encourages people to “Stay Home, Save South Africa,” and we hope that it will reach all of our people in their homes, through radio, television and print media, and in the stores and workplaces that they visit for essential purposes.

We need this campaign to be amplified widely, both to maintain national morale and to encourage South Africans to adhere to public health guidelines.

For this reason, we are calling on business, civil society and social partners to display the official campaign symbol (attached to this letter, and included below) in your stores and offices, to distribute it to your members, colleagues and employees, and to feature it in any advertising or additional campaigns that you create in the weeks and months to come.

We hope that it will become a shared national symbol that is seen everywhere, by everyone. We would be grateful for your help in making this possible, as a contribution to our collective effort.

With thanks,

*per email*

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