



FREEDOM MONTH 2021 KEY MESSAGES

BRIEF:

This year's Freedom Month will be celebrated under the theme "***The Year of Charlotte Maxeke: the Meaning of Freedom under COVID-19***".

The commemoration comes at a time when South Africa is about to embark on a massive vaccination programme. Vaccines save lives and represent our best chance to return to our normal way of life.

We call on everyone to use the Freedom Month and Freedom Day celebrations to pull together over the coming weeks and months. Let us continue to fight the virus while striving for greater inclusion and social cohesion.

Although we have made remarkable progress since 1994, the spectre of inequality, poverty and unemployment remains one of the most glaring impediments to South Africa's goal of national unity and social cohesion.

We also dare not forget the terrible past from which we have come, nor should we forget the many sacrifices made by patriots to ensure our democracy and freedom. Our history abounds with selfless patriots who paved the way for a democratic and free South Africa.

This year marks the 150th anniversary of struggle icon and human rights campaigner Charlotte Maxeke. She and other selfless women of her generation fought against oppression at a time when such defiance was met with unrelenting force.

KEY MESSAGES	SUPPORTING STATEMENTS
<i>Join us as we celebrate our freedom!</i>	<ul style="list-style-type: none">• We observe this year's Freedom Day in the knowledge that lifesaving vaccines are on the way.• The pandemic has changed our way of life and has required urgent and aggressive steps to limit its spread.• Our sacrifices with regards to freedom of movement, and freedom of assembly have helped to keep us all safe.• Our COVID-19 response has focussed on the respect and protection of human rights and freedoms.
<i>Our democracy and freedom was forged on the shoulders of giants.</i>	<ul style="list-style-type: none">• 2021 marks the 150th anniversary of struggle icon and human rights campaigner Charlotte Maxeke.• She and other selfless women were at the forefront of fighting for the many freedoms that we enjoy today.• She helped organise the anti-pass movement in Bloemfontein in 1913 and spearheaded the fight for social justice.

KEY MESSAGES	SUPPORTING STATEMENTS
	<ul style="list-style-type: none"> • As we celebrate our freedom, we dare not forget those who sacrificed everything for us to be free. • Through their sacrifices, we now live in a country which recognises women as equal citizens, with equal rights and responsibilities.
<i>We can never take our freedom for granted.</i>	<ul style="list-style-type: none"> • The celebration of Freedom Day reminds us that our freedom was not free. • Our road to democracy required untold sacrifice, and many paid the ultimate price for us to be free. • It is incumbent on each generation to safeguard our freedom and extend it. • We must continue to build on the significant progress made in the past 27 years of freedom and democracy.
<i>Freedom Day is an opportunity to reflect on our achievements since 1994.</i>	<ul style="list-style-type: none"> • We have made massive progress in improving the lives of people and restoring their dignity. • However, more must still be done to ensure that we create an inclusive and prosperous society for all. • We must also do more to create a society in which women feel safe and fully enjoy their freedom as men do. • As we commemorate Freedom Day, let us redouble our efforts to end the injustices faced by women today.
<i>Together we can build a better tomorrow!</i>	<ul style="list-style-type: none"> • Our history of division, injustice and suffering should inspire us to build a better and more united nation. • We must continue to address the triple threat of poverty, inequality and unemployment. • We must continue our work to create a nation that has equal opportunities across all areas of society.
<i>We are a nation committed to unity and social cohesion.</i>	<ul style="list-style-type: none"> • As a nation, we are stronger together and have more in common than that which divides us. • When we are united and stand together, we can achieve anything. • Let us use our freedom and our unity to build a nation that is stronger together. • The National Development Plan describes a nation that is more conscious of their commonalities than their differences. • Each citizen has a responsibility to take charge and play an active role in building the South Africa we want.