



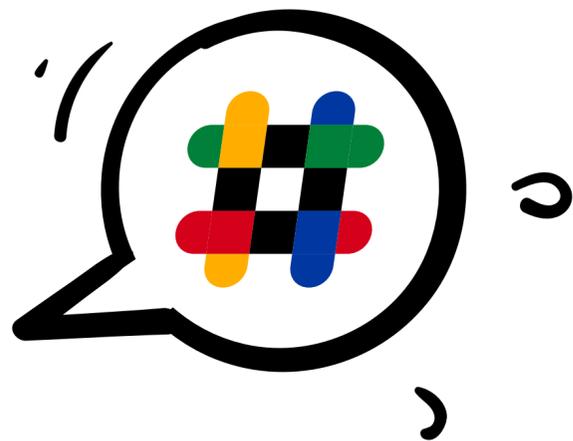
# Give them something to inherit.

The 24th of September marks our 27th heritage day. A day to celebrate the contribution of all South Africans to the building of South Africa. This year we were all reminded of just how far we have to go to heal the divisions of the past; lay foundations for a democratic and open society; improve the quality of life of all citizens; and build a united and democratic South Africa.

To celebrate our heritage this year, we would like all South Africans to think about the heritage they will leave for a future South Africa. Give them something to inherit, by honouring that responsibility with one positive action hash-tagged ThisIsUs.



# How you can support?



## As business South Africa

By simply mobilising your business to join the call for positive action this heritage day. An open challenge to all colleagues, customers, suppliers and competitors.

Volunteer, donate, support local businesses, take pride in where you live and work or any other act of kindness and positivity both big and small. Post and share this activity with the hashtag **#ThisIsUs**

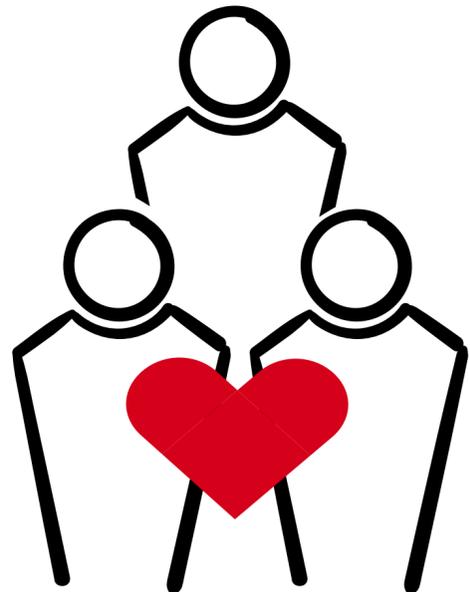
## As creatives in South Africa

What is the legacy we would like to leave for future South Africa?

Give them something to inherit with a poem, track, short film, illustration, or any piece of multi media content with the central theme -

To future South Africa,  
This is the heritage I wish for you to inherit.  
**#ThisIsUs**

# How you can support?

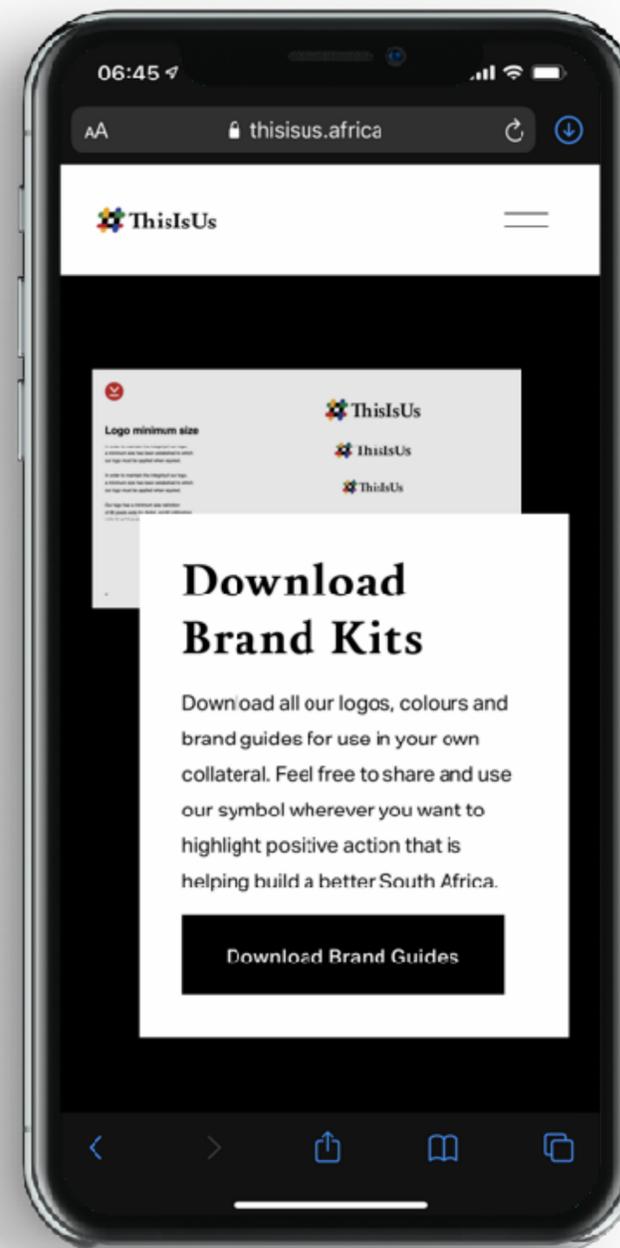


## As influencers in South Africa

By leveraging your influence in the call for positive action this heritage day. An open challenge to all your followers and fellow influencers.

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# Additional support material.



To support the campaign we will be flying a 30 sec piece from the 15th of September, with print, radio and out of home to spread the message of giving our youth something to inherit this heritage day.

We have also created a basic toolkit of social frames, co brand lockups and assets to use in emailers, across social and communications to amplify the movement.

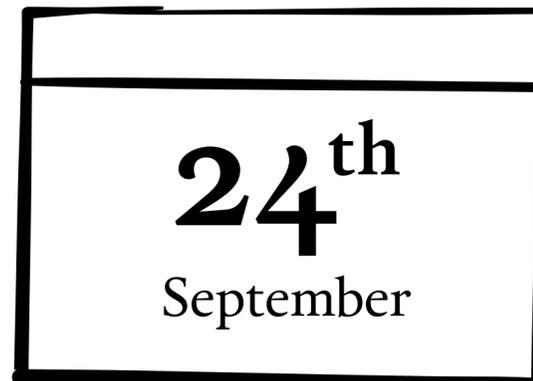
Download brand and social kits  
<https://www.thisisus.africa/downloads>

# What is This is us?

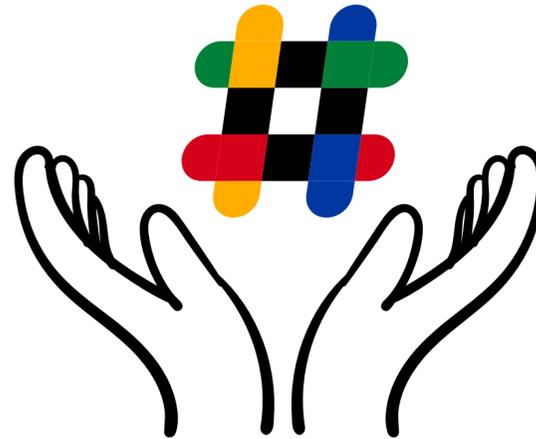
This is an open source, shared platform to organise our collective positive will. It starts by amplifying and aggregating positivity, improving the national psyche and shifting our mindset through positive action. This movement belongs to all of South Africa and remains unbranded, unbiased and open to all who believe in the South African dream.



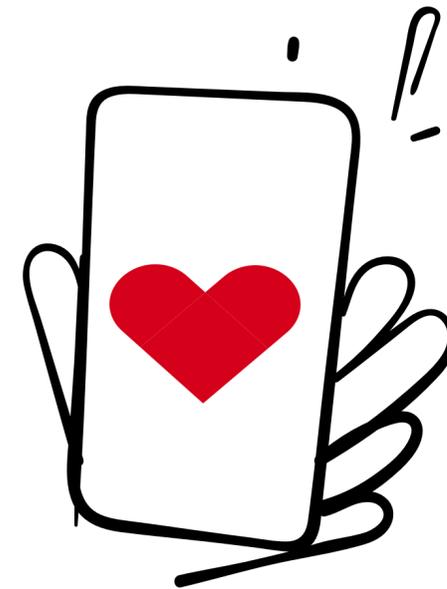
# Give them something to inherit.



This Heritage Day



Celebrate with one act of kindness and positivity



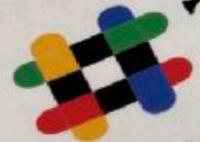
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## ThisIsUs

[www.thisisus.africa](http://www.thisisus.africa)

### Umu 'scream'

**Joseph Watts**  
Political Correspondent

LABOUR'S Chuka Umunna has his party of behaving like a "parent" in the wake of the general election defeat. The shadow Business Secretary, who was a leadership candidate before withdrawing, said the party was "screaming at the electorate" when it should be attempting to "meet people where they are at". Speaking on BBC Newsnight, he warned that the politics of a left-winger Jeremy Corbyn would lose Labour the next election, adding that "there is no glory in opposition". Mr Umunna, who is backing Liz Keating, said: "I don't think we are at the moment."

**Warning:**  
Must list  
Chuka



## ThisIsUs