



NELSON MANDELA MUSEUM *Newsletter*

1st Quarter | Edition 2025



IN THIS EDITION



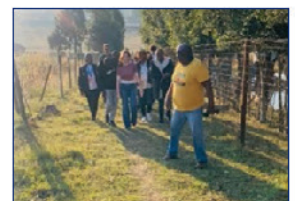
03 A JOURNEY THROUGH THE NELSON MANDELA MUSEUM



04 NELSON MANDELA MUSEUM TRAVELING EXHIBITION



06 1ST ANNUAL YOUTH COLLOQUIUM



08 NELSON MANDELA SCHOOL VISITS SOUTH AFRICA





1ST QUARTER EDITION 2023 CONTENTS

03	A JOURNEY THROUGH THE NELSON MANDELA MUSEUM	12	DIGITALLY PRESERVING HISTORY QR CODES & BEYOND
03	NELSON MANDELA MUSEUM YOUTH & HERITAGE CENTRE OPENED TO THE PUBLIC	13	OR TAMBO GARDEN OF REMEMBRANCE
04	NELSON MANDELA MUSEUM TRAVELING EXHIBITION	14	11TH ANNIVERSARY OF MANDELA'S PASSING, KIDS CARNIVAL & EARLY CHRISTMAS CELEBRATION
05	GERMAN DELEGATION SEND OFF	15	NELSON MANDELA RELEASE DAY COMMEMORATION –35 YEARS OF FREEDOM AND REFLECTION
05	IMONTI TOURS INITIATES TOURISM PARTNERS TO BENEFIT QUNU HOMESTAYS	16	NELSON MANDELA MUSEUM EXHIBITS AT THE G20 FOREIGN MINISTERS MEETING
06	1ST ANNUAL YOUTH COLLOQUIUM	16	QUNU HOMESTAYS LAUNCH A MODEL FOR RURAL TOURISM AND COMMUNITY EMPOWERMENT
07	AFRICA'S TRAVEL INDABA	17	NELSON MANDELA MUSEUM HOSTS HUMAN RIGHTS ESSAY COMPETITION
08	NELSON MANDELA SCHOOL VISITS SOUTH AFRICA	18	2ND EDITION OF IMBOKODO EMPOWERMENT WORKSHOP
09	NELSON MANDELA MUSEUM STAKEHOLDER BREAKFAST SESSION	19	NELSON MANDELA MUSEUM EXHIBITS AT THE G20 FOREIGN MINISTERS MEETING
10	ICONS JOURNEY MARATHON	19	"IT'S NOT A GNU BUT A MULTIPARTY COALITION" THROUGH THE NELSON MANDELA MUSEUM
11	NELSON MANDELA MUSEUM PODCAST		
12	67 MINUTES		



A Journey THROUGH THE NELSON MANDELA MUSEUM



Situated in Mthatha in the Eastern Cape, the Nelson Mandela Museum stands as a testament to the enduring legacy of South Africa's beloved Former President, Nelson Mandela. The Nelson Mandela Museum's mandate is to preserve and live the values of Nelson Mandela. The museum also preserve, protect and promote his legacy, culture and heritage.

Established a decade after Nelson Mandela's release from prison, the museum serves as a beacon of hope and inspiration, celebrating the life and achievements of one of the world's Influential leaders. With two main sites – the Bhunga Building in Mthatha and the Youth and Heritage Centre in Qunu- the museum offers visitors a comprehensive insight into Mandela's Journey.

The Bhunga Building houses an extensive collection of exhibits chronicling Mandela's life, his struggle for democracy, and the end of apartheid. At the Bhunga Building, visitors embark on a guided tour and Immerse themselves in Mandela's story, from his early years to his presidency. One of the highlights is "The Meaning of Mandela," an exhibit that delves into the various facets of Mandela's life, portraying him as a Comrade, Leader, Prisoner, Negotiator and Statesman.

Meanwhile, the Youth and Heritage Centre in Qunu serves as a catalyst for youth and community development and offers a glimpse into Mandela's humble beginnings. Visitors explore significant sites:

- Sliding stone where Mandela played as a boy
- Ruins of a rondavel where he was named Nelson
- Family gravesites and
- His resting place

As the museum continues to honour Mandela's legacy, it remains a symbol of hope, resilience, and reconciliation for people around the world. Through its immersive exhibits and educational initiatives, the museum ensures that Mandela's spirit lives on, inspiring generations to come

Nelson Mandela Museum YOUTH & HERITAGE CENTRE OPENED TO THE PUBLIC

Qunu: The Youth and Heritage Centre is situated within a viewing distance of President Mandela's Home in Qunu, where he intended to spend most of his time on his retirement. Mandela spoke about Qunu and Mvezo with deep affection. "We played with toys we made ourselves. We moulded animals and birds out of clay. We made ox-drawn sleds, nature was our playground. From these days I date my love of the veld, of open spaces, the simple beauties of nature, and the clean line of the horizon."

Importantly much of what Mandela describes above is still a part of everyday life in Qunu where Nelson Mandela Youth and Heritage Centre is located to enable children and youth from all over South Africa to experience and enjoy rural life and benefit from the experience, in the way Nelson Mandela did as a young boy. The centre enables youth from all over South Africa to be nurtured in leadership skills and plays together for the duration of the camp. Youth learn about diverse traditional cultures, dancing, traditional sports like stick fighting, traditional forms of governance, dispute resolution, nonviolent, tolerance and community development programmes and others.

The Centre offers its products and offerings to individuals, private and public companies:

- Conference Hall
- Boardrooms
- Accommodation Facilities
- Sports Hall
- Dining Hall and High-end kitchen.

The museum further allows for the hiring of its outdoor spaces for weddings, campsites, music festivals, children's festivals, picnic spaces, etc.

For bookings please contact Mr Siviwe Mazwana @ 047 5019523 (w) or email siviwe@nelsonmandelamuseum.org.za



Nelson Mandela Museum

TRAVELLING EXHIBITIONS

The museum has travelling exhibitions that bring diverse content to various museums to complement existing exhibitions, bring new perspectives and new audiences. The travelling exhibitions expand the packages of the local Tour Operators who contribute to tourism growth and economic opportunities. The highly acclaimed Nelson Mandela Museum traveling exhibitions are:



I) IN CONVERSATION: NELSON MANDELA AND CHIEF ALBERT LUTHULI EXHIBITION

The exhibition comprises more than just a collection of pictures. It is a compilation of personal exchanges between the two leaders, featuring broader conversations on their observations.

II) FOR MADIBA WITH LOVE" EXHIBITION

The photographic exhibition captures various moments of the struggle in South Africa and his thoughts and reflections such as various portraits of Nelson Mandela and his family, political violence and police reactions; times of a necklace; the delight on a poverty-stricken girl's face at her father's antics; the contrast of a privileged, white schoolboy and the two black women passing by him.

III) PARENTING A NATION TRAVELLING EXHIBITION

Walter and Albertina Sisulu: Parenting a Nation exhibition, a donation from Nelson Mandela Foundation explores the private and political lives of the Sisulu family during the apartheid struggle. The exhibition gives viewers an in-depth understanding of their role in the emancipation of South Africa, as well as of their deep love and abiding affection for one another.

IV) DEAR MR. MANDELA DEAR MRS. PARKS" CHILDREN'S LETTERS: GLOBAL EXHIBITION

The exhibition showcases letters written by hundreds of children around the world to Mrs. Parks and Mr. Mandela illustrating values and goals shared by two leaders born from different continents.

V) QUILT EXHIBITION

The exhibition specifically features quilts that were made in 2013 and 2014 and were curated by the Michigan State University Museum and Women of Color Quilters Network in association with quilt artists across South Africa. The exhibition was produced in 2014 published in Michigan State University's catalogue book and launched at the Nelson Mandela Museum on 18 July 2020.

VI) FREEDOM EXHIBITION

Freedom Exhibition is a pictorial exhibition developed out of interviews conducted in Mthatha and Qunu by Film students from the University of Winchester, London who visited South Africa as part of their fieldwork and to celebrate the Nelson Mandela Centennial year with the people of South Africa. The exhibition was produced by Winchester University and curated by Nelson Mandela Museum through its partnership with the university. It was launched on 18 July 2020 at the museum.

VII) MANDELA PHOTOGRAPHIC EXHIBITION

The Mandela Photographic Exhibition is an exhibition launched in 2010 to celebrate ten years of Nelson Mandela Museum and the hosting of the 2010 Soccer World Cup celebrations that took place in South Africa.

You are encouraged to visit the museums below that are hosting our exhibitions:

- Mandela and Luthuli in conversation - installed at Nama-Khoi Museum (Northern Cape)
- Mandela and Luthuli in Conversation – installed at SA School of Arm Museum (Bloemfontein)
- Mandela and Luthuli in Conversation - installed at Castle of Good Hope (Western Cape)
- "Dear MandelaDear Mrs. Parks" Children's Letter: Global EXHIBITION - Installed at Nelson Mandela Museum, Mthatha
- "Dear MandelaDear Mrs. Parks" Children's Letter: Global EXHIBITION - Installed at Oudtshoorn (Western Cape)
- Mandela with Love - installed at Ncome Museum (Kwa Zulu Natal)
- Quilt exhibition - installed at East London Museum (Eastern Cape)
- Freedom Exhibition - installed at Adelaide Museum (Eastern Cape)
- Mandela Photographic exhibition - installed at Thulamela Information Centre (Limpopo)

Interested institutions to loan the exhibition can contact info@nelsonmandelamuseum.org.za



German DELEGATION SEND OFF

German Delegates Send Off

In 2023, St John's College in Mthatha established a partnership with Nelson Mandela School in Berlin. The three educators from Nelson Mandela School were hosted by St John's College for five (5) days, in March 2023. There was another visit by the Nelson Mandela School in Berlin to St John's College in Mthatha, with a welcoming programme hosted at the Nelson Mandela Museum. The Nelson Mandela International School shares a namesake with the iconic leader Nelson Mandela and it embodies principles of social justice.

The Nelson Mandela Museum hosted the Nelson Mandela School send-off on the 02nd of July 2024. This event celebrated the school's commitment to honouring Mandela's legacy and promoting his values of education, freedom, and social justice. Attendees included educators, students, and community leaders who gathered to reflect on Mandela's impact and the importance of education in fostering positive social change. The event featured speeches, cultural performances, and discussions about the ongoing relevance of Mandela's legacy and values. It was a meaningful occasion to inspire the next generation and reinforce the principles that Mandela stood for.



Imonti Tours INITIATES TOURISM PARTNERS TO BENEFIT QUNU HOMESTAYS

The Eastern Cape Parks & Tourism Agency (ECPTA), Imonti Tours, Traditional African Homestay South Africa (TAHS-SA) in partnership with the Nelson Mandela Museum hosted a workshop for Qunu Homestay Owners at the Nelson Mandela Museum Youth and Heritage centre in Qunu. The workshop took place on the 6th of August and 07th August 2024 and featured homestay owners and interested young people. The workshop is a result of good working relations between Imonti Tours and Traditional African Homestay South Africa (TAHS-SA), a rural based company of Limpopo.

TAHS-SA was established in 2016 by Kylie and Cameron Murray. Engagements in the Makushu community (Venda Culture) started towards the end of 2016 and official tourism training commenced in January 2017. The Makushu Homestay experience was launched in August 2017, with the very first international guests visiting December 2017.

The TAHS-SA manages Community Home Stays in South Africa. The TAHS-SA helps Community Home Stays to sustain themselves by giving them access to the market. They train and promote home stays in Africa. The Home Stays in Limpopo already have 95% occupancy of international tourists.

Imonti Tours Director and Owner Mr Velile Ndumbini approached TAHS-SA through Rootz Group to come and assist Rural Homestay owners of the Eastern Cape especially Qunu in promoting and packaging their businesses and tourism activities within Qunu. This would provide them with opportunity for the people of the Eastern Cape especially Qunu Home stay owners to explore various ways of promoting their businesses and tourism. The Qunu Homestay owners reached an agreement with TAHS-SA to work together in promoting their products and tourism activities within Qunu.



1st Annual YOUTH COLLOQUIUM

Youth Colloquium



The 1st Annual Youth Colloquium held at Nelson Mandela University (NMU) on the 08th of May 2024 under the theme: Reflecting on 30 years of democracy: What was In It for the youth? was aimed to provide a platform for young leaders to discuss pertinent issues affecting youth development. It sought to foster dialogue, propose solutions, and inspire actionable outcomes through collaboration and networking. The Youth Colloquium, a collaborative initiative between the Nelson Mandela Museum, National Youth Development Agency (NYDA), Nelson Mandela University and Centre For The Advancement of Non-Racialism (CANRAD) addressed the critical need for youth voter education, social issues and empowerment. The event aimed to educate, engage, and empower young people to actively participate in the electoral process and contribute meaningfully to democratic governance.

The objectives of the colloquium was to raise awareness among youth regarding the importance of their role in elections, promote civic participation, and foster partnerships for sustained youth empowerment. Through a series of informative sessions, interactive workshops and engaging discussions, participants gained insights into electoral systems, voting processes and the significance of their vote in shaping the future of the nation.

Key components of the programme included panel discussions, workshops on voter education, youth-led debates and empowerment sessions focusing on leadership development and advocacy skills. The colloquium responded to the pressing need for youth empowerment and engagement in socio-economic and political discourse. It leveraged NMU's academic environment to encourage critical thinking and innovative ideas among young participants.

The colloquium featured panel discussions and interactive networking sessions. Participants were encouraged to actively engage in discussions and contribute to shaping recommendations for youth-centric policies and initiatives.

The event was justified by the urgent need to amplify youth voices and perspectives on issues ranging from education and employment to social justice and civic engagement. By gathering diverse stakeholders and thought leaders, the colloquium aimed to bridge gaps and drive inclusive development.

Esteemed speakers included academics, government officials, industry leaders, and youth advocates. They shared insights, research findings and success stories, inspiring participants with their expertise and vision for a better future. They advised that NYDA should work closely with student council and entrepreneurship officer to understand the needs that the students and how to support them. The university has strategic resource mobilization centre and has the ability of fundraising for students. It also has the ability of advocacy work based on skills underlying the university agenda towards certain industries.

The colloquium was a resounding success, fostering meaningful dialogue and actionable insights among young leaders and stakeholders. It underscored the importance of collaboration and youth engagement in shaping a sustainable future. Moving forward, continued efforts in empowering youth voices will be pivotal in driving socio-economic progress and inclusive development. The collaboration between NMU, NYDA, and CANRAD underscored a commitment to youth empowerment and development. Each partner brought unique expertise and resources to enrich the colloquium's content and outreach.



Speakers at the Youth Colloquium

Africa's TRAVEL INDABA

The Nelson Mandela Museum participated in the Africa's Travel Indaba from the 13th until the 14th of May 2024 at the Albert Luthuli Convention Centre in Durban from the 13- 16 May 2024. The Africa's Travel Indaba, an expo with a resounding success, showcasing the diverse tourism offerings of Africa. The event connected over one thousand and four hundred (1400) delegates from seventy seven (77) countries. The Indaba featured six hundred (600) exhibitors showcasing their products and services.

The participation of the Nelson Mandela Museum was a strategy to promote the museum and to communicate its products and offerings. Through its participation was to achieve greater social and economic impact and to showcase the museum offerings, its footprints, and tour packages offered by the museum. The Indaba served as a research tool to acquire visitor perceptions and their comments on its current offerings, future expectations, and areas where it needs to improve. The Indaba became a platform to promote Nelson Mandela Museum brand, sell its products and offering to this platform attracting tourists locally and abroad.



Interaction with stakeholders at Africa's Travel Indaba

The outcomes of the participation were to identify and attract new tour operators for our offerings and packages, to retain and get new Tour Operators in order to improve the museum's service to our existing tour operators. The museum also focused on visitor retentions and museum programmes and offerings with the intention of attracting potential partners. The museum exhibition stand featured the footprints of Nelson Mandela – Mvezo where he was born, Qunu where he grew up as a small boy, the statues of Nelson Mandela, Nelson Mandela's gifts and artefacts.



The space was located at a strategic position next to the Robben Island Museum stand which created a storyline on Nelson Mandela on his humble beginnings and during his incarceration and his resting place in Qunu. The strategic position of the stand also created a flow of visitors to the museum's exhibition stand and to the Robben Island Museum. The museum stand was abuzz of visitors and meetings were held in the stand. The meetings between the museum and some exhibitors and tour operators were arranged prior to the start of the Indaba. The museum also formed part of speed marketing where there were presentations made on its products and offerings and new link sites that include OR Tambo Garden of Remembrance in Bizana and Ingquza Hill in Flagstaff.



Nelson Mandela Museum speed marketing at Africa's Travel Indaba

The museum included the cultural activation as one of the programmes to be hosted by the museum. The cultural activation which took place on the 14th May 2024 included the traditional dance, showcasing of the African Regalia and African Cuisine. There were promotional material and giveaways for those who won the competition that took place during the cultural activation.



Nelson Mandela School

VISITS SOUTH AFRICA

In 2023, St John's College established a partnership with Nelson Mandela School in Berlin. The three educators from Nelson Mandela School were hosted by St John's College, for five (5) days, in March 2023. Nelson Mandela School shares a namesake with the iconic leader Nelson Mandela and embodies principles of social justice and international understanding.

On the 25th of June 2024, there was another visit by the Nelson Mandela School in Berlin to St John's College in Mthatha, with a welcoming programme hosted at the Nelson Mandela Museum. In attendance were the representatives from Nelson Mandela School, St. John's College, Nelson Mandela Museum, Anglican Diocese of Mthatha and local dignitaries. The speakers delivered their speeches welcoming the visit of the Nelson Mandela School and a mention of the partnership between the two schools that underpins a commitment to educational exchange and mutual learning. It aims to develop joint projects, share resources, and engage in student exchanges that enrich cultural understanding and academic pursuits.

Key stakeholders included representatives from Nelson Mandela Museum, Nelson Mandela School, St. John's College, local government officials, educators, students, and community members. They shared their welcoming remarks and the importance of the visit to South Africa, as an opportunity not only for an exchange programme but to share several benefits, such as cultural exposure, academic enrichment, language skills, funding opportunities, digitisation of St John's College and others.

Mandela Hiking Trail by student from Nelson Mandela School

The participation and support of the museum was very crucial in ensuring the success of the welcoming session. The museum further arranged a tour to all its sites of significance that included the village tour in Qunu along the Mandela Footprints Hiking Trail – sliding stone, remains of the church where Mandela was baptised, Mandela Family Grave Site and his home in Qunu. The tour provided some cultural experience of a life in the village as they spent the night in one of the homestays in Qunu, after a very busy day.

The welcoming event successfully launched a partnership between Nelson Mandela School and St. John's College, emphasizing educational collaboration, cultural exchange, and a shared commitment to Nelson Mandela's values. It set a positive precedent for future engagements and highlighted the transformative power of international educational partnerships.

Nelson Mandela School in Berlin visit



Nelson Mandela Museum

STAKEHOLDER BREAKFAST SESSION



Stakeholder Breakfast Session

In celebrating 30 years of Democracy in South Africa, the Nelson Mandela Museum hosted a Stakeholder Breakfast Session on the 14th of June 2024 at the Nelson Mandela Museum Youth and Heritage Centre under the theme: "Embracing Tour Operators and Media as Drivers of Tourism and Economic Growth". The Stakeholder Breakfast Session's objective was to appreciate the role played by the Tour Operators, strategic stakeholders in Tourism and Heritage Spheres and Media Houses in promoting the museum and packaging its products and offerings. The work that has been done by these stakeholders helped to profile the work of the museum even during the most difficult times of COVID19 pandemic.

Therefore, it was important for the museum to express its heartfelt gratitude for the commitment that has been demonstrated by all these stakeholders. The session was also aimed to foster dialogue, collaboration, and partnerships among key stakeholders invested in the museum's mission and impact. It focused on enhancing community engagement, promoting Mandela's legacy, and advancing sustainable development in the Eastern Cape region.

The session followed a structured format combining speeches, panel discussions and interactive questions and answers. This format encouraged active participation and facilitated meaningful exchanges among stakeholders. Speakers and those who participated in the discussions displayed their expertise and insights that provided diverse perspectives on Mandela's legacy and strategies for sustainable development.

The speakers focused on the promotion of tourism and issues of social cohesion and nation building. The museum emphasised the fact that it is trying to be an anchor not just of promoting the museum as an entity but to promote cultural tourism and liberation tourism. The museum wants to play a very significant role in terms of changing the reputation of Mthatha and to ensure that it promotes tourism initiatives. There is a move to ensure that tourism along Wild Coast and Liberation Heritage Route Tourism are developed. Another initiative to be considered is to host Eastern Cape Tourism Indaba, in terms of developing the tourism industry.

The National Department of Tourism expressed its excitement about the session and the collaboration of the Eastern Cape Parks and Tourism Agency for heading a call to fight crime against tourists in Mthatha. The Department advised that stakeholders in tourism must come together and instil tourism safety amongst the community. Eastern Cape Province is needed to be safe so that tourists can be able to contribute to the economy of this country.

Primary beneficiaries included Tour Operators and Media Houses. They were awarded with certificates of appreciation that focused on two categories:

- The Excellent Customer Care Award – will be given to the identified Tour Operators in recognition of their consistent visitation to the Museum
- Tourism Destination News Award – will be awarded to Local and Provincial Media Personnel/Houses for playing a crucial role in the growth, development, and promotion of tourist destinations.

The session emphasized sustainable partnerships among stakeholders to ensure long-term commitment to the museum's objectives and initiatives. Collaboration aimed at leveraging resources and expertise for ongoing projects and programmes. The session was justified by the need to strengthen relationships with stakeholders, align strategies for community development, and enhance the museum's impact through collective efforts and shared goals.

The Stakeholder Breakfast Session successfully facilitated collaboration and dialogue among diverse stakeholders, reinforcing the museum's commitment to Mandela's legacy and community development in the Eastern Cape. The event underscored the importance of collective action in preserving cultural heritage and advancing sustainable initiatives for future generations.



Icons JOURNEY MARATHON



The Icons' Journey Marathon is an annual race which was inaugurated in 2018 during the centenary year of Mr Nelson Mandela. The Icons' Journey Marathon is a proud member of Proudly South African, a multisport event which profiles running, cycling and hiking events with emphasis on charity and youth participation and mental health. It is an event that celebrates iconic landmarks and freedom fighters who made a positive contribution to the liberation struggle of South Africa.

In the year 2024, the Nelson Mandela Museum in partnership with the Icons Journey Marathon, ABSA Bank hosted the 4th edition of the 400 km Iconic Challenge which covered three (3) district municipalities namely Chris Hani, OR Tambo and Amathole. It started from Fort Hare University in Alice which went via to places like Fort Beaufort, Whittlesea, Komani, Cofimvaba, Ngcobo, Clarkebury, Baziya, Mqekzweni, Qunu, Qokolweni and Nelson Mandela Museum with twelve (12) runners participating to cover a distance of 400 km over 8 days finishing on the 30th July in front of the Nelson Mandela Museum Bhunga Building.

The marathon was preceded by a Gala Dinner on the 12th of July 2024 which served as an official welcoming function of the 12 social runners from various provinces who participated on the 8-day Iconic Challenge that took place from the 14th of July until the 21st of July 2024. The challenge was a CSI initiative that saw 12 social runners from various provinces coming together to run a distance of 400 kilometres in eight (8) days with the purpose to raise funds that will benefit thousands of school boys and girls in the villages and township schools countrywide with necessities like school shoes, sport kits and sanitary pads for girls.

The marathon was branded with the Nelson Mandela Museum's logo and imagery reflecting Mandela's values, creating a strong visual identity that resonated with participants and sponsors. Partnerships were established with local businesses, national brands, and non-profit organizations to support the event financially and logistically. Sponsors were given visibility through promotional materials, social media shout-outs and branding opportunities on race day.

Social Media campaigns were utilized to share event updates, inspirational quotes from Mandela, and runner spotlights and engaging visuals and videos increased reach and interaction.



Nelson Mandela MUSEUM PODCAST

Mandela Hiking Trail by student from Nelson Mandela School



A podcast is a digital audio programme that can be live streamed or downloaded, typically available in episodes covering various topics. Podcasts have transformed how we consume media and connect with ideas and people. On the 23rd of August 2024, the Nelson Mandela Museum launched the Nelson Mandela Museum Social Media Takeover Podcast. The Nelson Mandela Museum podcast aims to deepen public understanding of Nelson Mandela's legacy and the ongoing work of the Nelson Mandela Museum. The podcast features a series of episodes that explore various facets of Nelson Mandela's life, his contributions to the fight against apartheid and the role of the Nelson Mandela Museum in preserving and promoting his legacy. It also leverages the museum's social media channels and website to promote each episode and engage with listeners.

Each episode included interviews with historians, museum curators and individuals who were close to Mandela, as well as personal stories from those who have been inspired by his life and work. The objectives of the launch of the podcast are;

- Educate and Inform: Provide listeners with in-depth knowledge about Nelson Mandela's life, the historical context of his struggle, and the significance of his legacy.
- Engage and Inspire: Share compelling stories and insights that engage a global audience and inspire action in line with Mandela's values of justice and equality.
- Expand Reach: Use the podcast as a tool to reach new audiences and drive interest in visiting the Nelson Mandela Museum, thereby increasing both virtual and physical engagement with our exhibits.

Each episode has approximately one hour in length. Topics that were discussed and included Mandela's early life, his role in the anti-apartheid movement, personal anecdotes from people who knew him very well and behind-the-scenes insights into the museum's exhibitions and educational programmes. It also covered the work of the Nelson Mandela Museum and its link sites and programmes that are run by the museum that empowered and instilled knowledge to different audiences. The podcast's episodes also featured a diverse range of guests, including historians, museum council, staff, and individuals who have a personal connection to Mandela's story. The podcast will be available on major platforms such as Apple Podcasts, Spotify, and Google Podcasts. It would also leverage the museum's social media channels and website to promote each episode and engage with listeners.

The museum covered three episodes since its take-off. The first episode was the launch of the podcast. It hosted the Nelson Mandela CEO Dr. Vuyani Bool who unpacked the significance of the museum and its strategies in the preservation, protection and promotion of Nelson Mandela's legacy and heritage. Please click on the link to access the episode:

<https://www.facebook.com/NelsonMandelaMuseum/videos/858995172444965/?fs=e&s=TleQ9V&mibextid=cr9u03>

The second episode featured women who are serving as the Nelson Mandela Museum Council Members, namely Dr. Nomvuselo Songelwa and Prof. Ndleka Mandela. The two guests' discussion derived on the theme #SheIsPower. They inspired women to step into their power and act for themselves, their families and their communities. Please click on the link to access the episode:

<https://www.facebook.com/NelsonMandelaMuseum/videos/541007848367819/?fs=e&s=TleQ9V&mibextid=cr9u03>

The third episode was between the Senior Manager: Public Engagement and Marketing Ms. Tandwa Dalindyebo and a seasoned Tour Guide of the museum Mr. Zimisele Gamakhulu. The episode offered the audience with an in depth content on the life and times of Nelson Mandela – his birth place in Mvezo, growing up as a young boy in Qunu and moved to Mqekeweni Great Place under the guardian Regent Jongintaba Mbirara. It is in Mqekeweni where Mandela learnt about his leadership qualities and his passage from boyhood to manhood. Please click on the link to access the episode:

<https://www.facebook.com/NelsonMandelaMuseum/videos/3817714968510901/?fs=e&s=TleQ9V&mibextid=cr9u03>



67 MINUTES

67 Minutes In Bizana



On the 18th of July 2024, the Nelson Mandela Museum observed International Nelson Mandela Day by dedicating 67 minutes of community service to commemorate a significant moment in Nelson Mandela's birthday. The event was held at the site of the historical Ludeke Circuit, in partnership with the Nelson Mandela Museum, Department of Sport, Arts and Culture (DSAC), Department of Sport, Arts and Culture (DSRAC) and Winnie Madikizela Mandela Local Municipality. The event was celebrated under the theme: Preserving and maintaining the footprints of Nelson Mandela.

The Museum identified the Methodist Church of Ludeke Circuit in Bizana to conduct its 67 minutes. The church is in the hometown of Winnie Madikizela-Mandela, where she tied the knot with Nelson Mandela in June 1958. The Ludeke Circuit is the historic church structure that is still standing firm and the Museum dedicated part of the day cleaning and conducting restorative work assisting in the preservation of the church. The restorative work included painting of the walls, replacement of ceiling, replacement of gutters, painting of window frames and cleaning of the flooring.

There was a 5km fun walk from R61 Main Road to the church where there was a soup kitchen in the morning given to the locals. A soup kitchen is one of the museum's initiative where people from disadvantaged backgrounds get a free meal. The museum cooked breakfast in the church to serve the community of Bizana and the officials from different government structures who attended the event. The cleaning of the church and soup kitchen was led by the Acting Premier of the Eastern Cape Zolile Williams, DSRAC MEC, other MECs, Nelson Mandela Museum Council and Executives, Executive Mayors of Winnie Madikizela and Alfred Nzo District Municipality.

The cleaning of the church was aligned to the candle light prayer service or ceremony. The candle light prayer service was a powerful symbol of hope and solidarity. Those in attendance from government structures, different congregations, traditional leadership, communities; gathered with candles in their hands remembering Nelson Mandela and allowing them to unite in prayer and support. Speeches were delivered and raised an awareness about the importance of the day, the role played by Nelson Mandela and also emphasised that the day should not be a public relation's stunts but to make a difference to the needy. It also raised awareness and provided a platform for communal reflection and action.

The celebration of the Nelson Mandela's Day not only honoured Mandela's legacy but also created an everlasting positive change in the community. The celebration aimed to inspire South Africans to emulate Mandela's selflessness and dedication to building a better world and by engaging in acts of kindness and volunteering, to honour the spirit of Mandela's legacy.



Ludeke Mission Early Development Centre

Digitally Preserving History

QR CODES & BEYOND

In a move toward digital innovation, the Museum introduced QR codes into its exhibitions, allowing visitors to access multimedia content directly on their smartphones. These codes link to historical documents, interviews, virtual tours, and video content, enriching the visitor experience. This system is also being integrated into the Iziko Museums network, particularly at the Nelson Mandela Prison House.

This initiative bridges physical and virtual engagement, extending the museum's reach globally and modernizing how Mandela's story is shared with the world.



NMM APP

Android



NMM APP

iOS



NMM Website

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ORTambo GARDEN OF REMEMBRANCE



The Department of Sport, Arts and Culture (DSAC) handed over the Virtual Library at the OR Tambo Garden of Remembrance in his birthplace of Kantolo Village near Mblzana town in the Eastern Cape province to the Nelson Mandela Museum to manage.

The Garden of Remembrance (GoR) provides an opportunity for the collection of Tambo stories about the struggle for liberation in South Africa and the continent. It also allows for expansion on the impact of the liberation struggle, the continuity of actions, exchange of ideas and sets the context for the critical reflection on the road traversed, the on-going dialogue and engagement across the country of the liberation struggle. It will also link with existing freedom trails.

The Garden of Remembrance has since created its social media platform (Facebook) to participate and interact with those who are interested in the life and times of OR Tambo. The social media platform forms part of the marketing tool to promote this site and its offerings to the public local and international. The schools around Nkantolo and surrounding rural villages and the community visit this museum. The Pondo people subjection took place in the Eastern Transkei in the late 1950s and early 1960s. They revolted against the Bantu Authorities' new system as described in the Bantu Authorities Act of 1951, which intended to place certain categories of administration in the hands of the blacks while retaining the decisive authority in the hands of the central government.

Bantu Authority's System brought a hierarchy of tribal, district and territorial authorities while increasing the power of Chiefs to a certain level. The Bantu Authorities system was imposed from outside with little consultation.

The Pondo people opposed the implementation of the land reclamation programme or betterment scheme, with the belief that they would lose their land. Therefore, they withstand an attempt to divide arable land from grazing land. Furthermore, cause for subjection were Chiefs who collaborated with the Apartheid State. Chiefs were no longer figures in their own right, but were carrying out orders of central government and imposing them to Pondo people.

All this led to the development of a political movement that started when those opposed to the imposition of tribal authorities and the impending self-government of Transkei held meetings in the mountains of Ingquza. In the year 1960 on March, Mpondo people formed the hill committees to coordinate the activities of the peasant movement that later became known as "ikongo" (a Xhosaisation of congress).

When the ikongo invited government officials and magistrates to hear their grievances, nevertheless their invitation was ignored. Chiefs were seen as traitors, the rebels started to attack everyone they believed to favour the Bantu Authorities.

Toward the end of 1959, violence broke out in the Isikelo Area in the District of Blzana, Eastern Pondoland when Mpondo people requested Saul Mabude, an Advocate of Bantu Authorities and Chairman of the District Authority to come and explain Bantu Authorities at a public meeting. However, Mabude was in fear of his life and, did not attend the meeting. As the result the furious Mpondo people burnt down his house.



11th Anniversary of Mandela's PASSING, KIDS CARNIVAL & EARLY CHRISTMAS CELEBRATION

On 5 December 2024, the Nelson Mandela Museum marked the 11th anniversary of Nelson Mandela's passing with a powerful series of commemorative events under the theme: "His Legacy Lives On." The day brought together communities from Qunu and surrounding villages, government officials, traditional leaders, religious groups, youth organizations, and international media to honour the life and values of the father of the nation.

The morning commenced with a solemn wreath-laying ceremony at the foot of Mandela's statue in Qunu. Attendees included the MEC of the Department of Sport, Recreation, Arts and Culture (DSRAC) Hon. Sibulele Ngongo, council members, educators, elders, and learners. The act of laying wreaths symbolized respect, remembrance, and a commitment to continue Mandela's mission for justice, equality, and human rights.

Traditional music filled the air as participants donned cultural attire, reinforcing the bond between Mandela's legacy and African heritage. The gathering paused in a collective moment of silence followed by a multi-faith prayer service, bringing together Christian, Muslim, and traditional spiritual leaders to reflect on Madiba's teachings.

Following the ceremony, a formal commemorative session took place under the marquee on museum grounds. Speakers reflected on Mandela's values—reconciliation, compassion, and leadership. Youth speakers delivered moving tributes, while performers paid homage through poetry and song. The keynote address by the MEC emphasized the importance of intergenerational learning and preserving the stories of struggle for future leaders.

In line with Mandela's lifelong advocacy for children, the day transformed into a joyful playground during the Kids Carnival. The museum courtyard bloomed with colour as it welcomed hundreds of children for a festival of fun, learning, and creativity. Children enjoyed:

- Face painting and arts & crafts
- Carousel rides and inflatable jumping castles
- Traditional storytelling sessions under the trees
- Puppet shows
- Interactive flag displays

The Museum's team facilitated "Little Leaders Workshops" focusing on Mandela's leadership lessons, kindness, and social inclusion. Each child received a take-home reader booklet, sweets, and a small gift.

Spreading Festive Cheer: Early Christmas Celebration

The Kids Carnival concluded with a surprise visit from Santa Claus, delighting children with song and dance. The festive spirit extended to the entire community as the museum hosted an early Christmas celebration. The programme included:

- Community lunch for over 300 people
- Gift bags for children, including school supplies and toys
- Dance showcases and drum circles

This early Christmas event reminded all present of the importance of generosity, unity, and shared joy, values Mandela embodied throughout his life.



Nelson Mandela

RELEASE DAY COMMEMORATION – 35 YEARS OF FREEDOM AND REFLECTION



On 11 February 2025, the Nelson Mandela Museum hosted a powerful commemorative event at the Nelson Mandela Gateway to Robben Island to mark the 35th anniversary of Nelson Mandela's historic release from Victor Verster Prison. This defining moment in South African history ushered in a new era of freedom and democracy. The event titled the Mandela Release Round Table Discussion honoured that moment with reverence, dialogue, and renewed national reflection.

Held at the symbolic venue of the Nelson Mandela Gateway, the event featured an evocative program of panel discussions, personal testimonies, and media retrospectives that revisited the emotions and negotiations surrounding Mandela's release. This was more than a celebration, it was a reawakening of the courage, sacrifice, and hope that shaped the nation's transition from apartheid to democracy. The panel brought together individuals who played critical roles in the events of 1990, including:

- Trevor Manuel, Former Minister of Finance and member of the Mandela Release Committee
- Cllr. Alderman Eddie Andrews, Deputy Executive Mayor of the City of Cape Town
- Ricardo Mackenzie, Western Cape Minister of Cultural Affairs and Sport
- Rose Sonto, Mandela's personal driver on the day of his release
- Litha Jolobe, representative of the Robben Island Ex-Prisoner Council
- Sibulele Ngongo, MEC Eastern Cape Department of Sports, Recreation and Arts & Culture.



Each speaker shared personal anecdotes and behind-the-scenes insights that provided depth to the historical moment. Trevor Manuel reflected on the delicate negotiations and the uncertainty of the nation's future at the time, while Litha Jolobe moving account offered a glimpse into Mandela's last days in prison.

The event received extensive media coverage. Major broadcasters including SABC, eNCA, SAFM, NewzRoom Afrika, and Umhlobo Wenene FM were on-site, delivering real-time coverage to millions across the country. Highlights were streamed on the museum's social media platforms and via a dedicated podcast episode, expanding the audience to a global viewership.

In parallel with the event, the Nelson Mandela Museum had a special podcast episode focused on the release day debate. Hosted live at the event venue, the episode featured interviews with several panelists, including Trevor Manuel and Sibulele Ngongo, as well as audience reactions and behind-the-scenes reflections.

The podcast episode, titled "Mandela's Release: Reflections and Realities," offered listeners a chance to hear the emotional resonance of the day directly from those who lived it. The conversation was enriched by perspectives from youth attendees and heritage professionals, creating a multigenerational dialogue that bridged the past with the present. This episode is available for streaming on the Museum's official Facebook page.



Nelson Mandela Museum

EXHIBITS AT THE G20 FOREIGN MINISTERS MEETING

On the 1st of December 2024 South Africa made history by becoming the first country in the African continent to assumed the role of G20 Presidency for a twelve-month period ending 30th November 2025. This Presidency came just five years before the deadline of the United Nations (UN) 2030 Agenda which outline 17 Sustainable Development Goals (SDGs) aimed at achieving "peace and prosperity for people and planet by 2030".

The Nelson Mandela Museum (NMM) exhibited at the Foreign Ministers Meeting which was held on the 20-21 February 2025. It was envisaged that the NMM would exhibit objects from its collection comprising of gifts and memorabilia from the G20 member states however the risk of, insurance costs associated with, budget constraints from the side of the museum, and logistics given the limited window which was available between NMM and the Department of International Relations and Cooperation (DIRCO). These factors led to the museum electing to exhibit the "Dr Mr Mandela, Dear Mrs Parks" exhibition instead – following

considerations to showcase the objects on screen in a looping video throughout the event, which was held at NASREC in Johannesburg. It is envisaged that the museum will present an interactive exhibition at the Heads of State G20 Leaders' Summit from the 22-23 November 2025 at the same venue.

This closing ceremony is a diplomatic gathering comprising Heads of States and Government. It is envisaged that the museum will present an exhibition showcasing the life, legacy, and leadership of Nelson Mandela as a tribute to the ideals encapsulated in the UN theme of achieving "peace and prosperity for people and planet by 2030". Given that Nelson Mandela represents these values, this is seen as a powerful addition to the Summit. It is an opportunity for the Nelson Mandela Museum to contribute to this important historical event which for the first time is held on the African continent by offering an opportunity to engage with South Africa's rich heritage and the values that Madiba stood for.

Qunu Homestays Launch

A MODEL FOR RURAL TOURISM AND COMMUNITY EMPOWERMENT

On 7 March 2025, the quiet hills of Qunu echoed with excitement and pride as the Nelson Mandela Museum, in partnership with Traditional African Homestays Southern Africa (TAHS-SA), officially launched the Qunu Homestays initiative. The event signalled a transformative moment for rural tourism in the Eastern Cape and reflected a significant step forward in empowering local families through heritage-based economic opportunities.

The launch is part of a broader effort to bring Mandela's legacy to life not just through exhibitions and education, but through meaningful, tangible community development. The Qunu Homestays Initiative aims to turn local homes into authentic accommodations for tourists, giving guests a first-hand experience of rural South African life while supporting sustainable economic development for local residents.

This project means that visitors can now experience the village's culture, history, and hospitality in a deeply personal way. Guests stay with families, eat traditional meals, learn local customs, and visit historically significant sites like the sliding stone, Mandela's childhood home, and the family gravesite. The initiative has already created opportunities for local women and youth, many of whom have been trained in hospitality, tourism management, food preparation, and customer service. Their active participation ensures that the programme not only improves livelihoods but also strengthens cultural pride and skills transfer across generations.

A highlight of the launch event was the storytelling session hosted by elder women of Qunu, where traditional tales and songs were shared. Young people performed poetry and traditional dances that celebrated Mandela's journey from this very village to becoming a global statesman.

Representatives from the Department of Tourism, Eastern Cape Parks and Tourism Agency (ECPTA), TAHS-SA, and local government hailed the project as a model for community-driven tourism. They acknowledged the unique role played by the Nelson Mandela Museum in bridging heritage conservation and economic empowerment. The Museum committed to offering curated tours that incorporate homestay experiences, promoting the programme via its digital platforms, and including it in its marketing campaigns at expos and tourism fairs.

Each participating homestay offers something unique, whether it's traditional Xhosa cuisine cooked on open fires, morning walks along cattle paths, storytelling around evening fires, or hands-on beadwork and craft demonstrations. Tourists are no longer just spectators; they become immersed participants in a living heritage. The launch event concluded with traditional music and a tour to the homestays. As Qunu opens its doors to the world, the village becomes more than a memory—it becomes a movement.



Nelson Mandela Museum

HOSTS HUMAN RIGHTS ESSAY COMPETITION

Mandela Hiking Trail by student from Nelson Mandela School



In celebration of Human Rights Month, the Nelson Mandela Museum proudly hosted the 2025 edition of its annual Human Rights Essay Competition. This initiative, aimed at high school learners across South Africa, sought to engage young minds in critical dialogue about freedom, dignity, and justice through reflective writing. The Human Rights Essay Competition theme was: Safe Spaces, Safe Schools: A Conversation on Sexuality, Identity, and Human Rights.

Learners were invited to explore how schools can serve as safe, inclusive environments where young people of all identities and orientations feel protected and respected. Essays addressed real-life experiences with discrimination and inclusion, examined the role of policy and school leadership in supporting vulnerable groups, and reflected on the intersection of human rights and identity.

This theme sparked courageous and deeply personal reflections. Learners wrote about bullying, gender expression, the importance of comprehensive sexuality education, and the urgent need for empathy in building just communities. A total of 702 essays were received from schools in various provinces across the country. From these, a top ten was selected and invited to the Nelson Mandela Museum Youth and Heritage Centre in Qunu for the Oral Presentation and Awards Ceremony. This national reach highlights the relevance and impact of the topic and the strength of youth voices from diverse regions. Winning Essays that stirred minds and hearts:

- **1st Place:** Anathi Siyalu (Zingisa Comprehensive High School)
- **2nd Place:** Hlomla Qebeyl (Ndamase Senior Secondary)
- **3rd Place:** McDillion Carter-Blyke (Kimberly Boys High)

All finalists received certificates and educational packs, while top performers were awarded a smartphone with Vodacom data for a year and trophies for their schools. The Museum plans to establish a mentorship circle for past winners to nurture long-term leadership and advocacy.

The Museum's Human Rights Essay Competition reaffirmed the power of youth expression and the importance of civic education. As we continue to nurture a new generation of change-makers, the written word becomes not only a reflection—but a call to action.



2nd Edition OF IMBOKODO EMPOWERMENT WORKSHOP



The Nelson Mandela Museum in partnership with Eastern Cape Provincial Arts and Culture Council (ECPACC) is hosting the 2nd edition of the Imbokodo Empowerment Workshop. The workshop is scheduled to run for two months from the 3rd of September until the 3rd of November 2024. This workshop is a continuation of the 2023 workshop and is taking place at the Mthatha Craft Hub in partnership with ECPACC. The theme of the workshop is: Towards developing and empowering women in the rural economy.

A total of eight (8) women form part of the training to become registered SMMEs that will create job opportunities within their communities. These women are from the Nelson Mandela Heritage Trail which include Mvezo, Qunu, Mqhekezweni and Tyhalar. These rural areas are along the foot prints of Nelson Mandela and are still under privileged with women depending on child support grants and their husbands' income from the mines. The Imbokodo Empowerment Workshop creates a path for these women to contribute to the development and preservation of arts and cultural products whilst creating opportunities for livelihood.

Historically, rural women are powerful, strong, and purposeful and are deprived by circumstances of inequality, and lack of opportunities to not realise their dreams. These challenges hinder their personal development, economic empowerment, and community leadership. This workshop will further unpack and expose them to these elements and the potential of being key contributors to arts, crafts, and tourism attraction.

The two-month workshop is around scarce and critical skills needed by the job market, how to open businesses and co-operatives, offerings and opportunities that include funding processes, community mobilisation, institution building, poverty reduction, skills development, and promotion of tourism in the surrounding areas of KSD. The workshop will bring positive results that will make it possible for women to open their businesses. The end products and offerings will include sewing a traditional full set of umbhaco and beadwork. The Museum and ECPACC are also planning to exhibit and showcase the participants' handwork conducted through the Imbokodo Empowerment Workshop at the Nelson Mandela Museum.



Nelson Mandela Museum

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It's Not A Gnu But A Multiparty Coalition THROUGH THE NELSON MANDELA MUSEUM

Freedom Park, Pretoria: The Nelson Mandela Museum in partnership with the Freedom Park Heritage Site Museum in Pretoria hosted the Nelson Mandela Memorial Lecture to celebrate the life and times of Nelson Mandela during the 30 Years of Democracy. The lecture was held under the theme: "30 Years of Democracy in South Africa, Unthreading the Genesis of Government of National Unity". The lecture took place at the Freedom Park Heritage Site Museum on the 31st of July 2024.

There were build up activities leading to the Memorial Lecture that kickstarted on the:

- 14th of July with the 400km Iconic Icons Journey Marathon from the University of Fort Hare to the Nelson Mandela Museum
- 18th July with International Mandela Day at the Methodist Church of Ludeke in Bizana
- 21 July 2024 103 km Icons Journey Marathon from Clarkebury to Nelson Mandela Museum

The lecture featured Professor Mngomezulu from Nelson Mandela University, Marcus Van Wyk, and Zanyl Asah. The lecture was facilitated by Advocate Sonwabile Mancotywa. The purpose of the discussion was to allow people to make a deep reflection on the contribution of Nelson Mandela to the South African Democratic Dispensation and to further unthread Mandela's ideas on the formation of the first Government of National Unity (GNU). The discussion also unpacked how GNU is used as a vehicle to unite the people of South Africa across ideological differences and cultural backgrounds.

Responding to the question asked by the facilitator, Professor Bheki Mngomezulu had a different interpretation of the current GNU than that of the era of Nelson Mandela. Prof said that the country has misconstrued the term GNU. GNU is a special type of coalition although it does not have to include all the parties. Prof further said that the era of 1994 was preconceived and the current one has been enforced by the voices by the voters and therefore this is not a Government of National Unity but a Multi-Party coalition.

The Minister of Sport, Arts and Culture Honourable Gayton Mackenzie gave a narrative of his upbringing; as a gangster at an early age, his time in prison, and how he opted for a change in his life. Speaking from the undrafted speech, Minister Mackenzie said he was among those who felt disappointed by Nelson Mandela after his release. He believed that Mandela stabbed them in the back when he talked about the reconciliation. Many of them did not understand reconciliation and felt disappointed. However, when he went to jail and when Mandela made a point of reference as to how prisoners were treated, he almost forgave him after they were given beds instead of mattresses. His call that day was for everyone to find Mandela in them.

Other dignitaries included Royal Houses, Dean of the Diplomatic Core at the United Nations, Ambassadors from various countries, Professors, and other learned people and the general public. For in-depth information please click on the link mentioned below:

<https://www.facebook.com/NelsonMandelaMuseum/videos/993520689226582>



In His Footprints

... His Legacy Lives On ...