

News Note

Media preview of exclusive public service announcement to promote Schools for Africa

Johannesburg, 16 May 2008... UNICEF today expressed its appreciation to the Nelson Mandela Foundation for the generous “gift” of an exclusive television public service announcement (PSA) recorded by Mr. Mandela to promote the *Schools for Africa* campaign.

The exclusive PSA was unveiled in a media pre-view at the Foundation’s Johannesburg headquarters during the signing ceremony of an MOU consolidating the partnership between UNICEF, the Nelson Mandela Foundation and the Hamburg Society to support *Schools for Africa*.

Speaking before the media preview, Per Engebak, UNICEF Regional Director for Eastern and Southern Africa, said the PSA specially recorded by Mr. Mandela was an indication of his continued support for the *Schools for Africa* campaign. The campaign aims to provide a quality education to some 4 million children in six Southern African countries -- Angola, Malawi, Mozambique, Rwanda, South Africa and Zimbabwe.

In the PSA, Mr. Mandela makes a special appeal to the public worldwide to help change the destiny of children in sub-Saharan Africa, many of whom are out of school, and give hope for a better life through education by supporting the *Schools for Africa* campaign.

UNICEF national committees in over 21 countries and private donors who support education worldwide are already participating in the fundraising campaign. This initiative demonstrates our commitment to investing in children which is an opportunity to transform millions of young lives in Africa through education,” UNICEF said.

ends

For further information, please contact :

Yvonne Duncan, UNICEF South Africa, Mobile +27 82 561 3970 , yduncan@unicef.org