



MULTIChoice TO DONATE FUNDS FROM AD SALES
FOR MANDELA 100 TRIBUTE TO NELSON MANDELA CHILDREN'S FUND

DStv will broadcast a special five-day long pop-up channel to celebrate and honour the extraordinary life and legacy of Tata Madiba. DStv's Mandela 100 Tribute Channel will be available to all DStv customers across Africa from Wednesday 18 July to Saturday 21 July, on DStv channel 199.

To further honour this special occasion, MultiChoice will match all advertisers' investment on the channel and donate all these funds to the Nelson Mandela Children's Fund.

"It's important to us to make a real and lasting impact where we can. Donating all the money from advertising on the special pop-up channel, and also matching it, means we can make a meaningful contribution to the Nelson Mandela Children's Fund. We want to thank our advertisers for their support and helping us to make a difference," said Fahmeed Cassim-Surtee, CEO for DStv Media Sales.