

## SAA shows its support for Mandela Centenary celebrations

South Africa Airways (SAA) has introduced special initiatives to honour Madiba by branding three aircraft within its fleet - an Airbus A320-200, A330-300, and an A340-600 - with its own specially designed logo, as well as the official #BeTheLegacy logo in recognition of Nelson Mandela's contribution to humanity.



Image Supplied.

Over the coming months, headrest covers and special edition paper cups inside the planes will inspire travellers to contemplate and reflect on Madiba's legacy and carry these with them to their next destination. SAA's in-flight entertainment will also be reflective of the Nelson Mandela Centenary, and travellers are encouraged to watch the film, *Mandela: Long Walk to Freedom*, and the sports documentary – *Mandela's World Cup*, on SAA's international flights.

"As an African carrier with global reach, it is only natural for SAA to celebrate what would have been Tata's 100th birthday, by sharing his values with South Africans and people around the world. We hope that through these small gestures we can inspire others to strive toward his ideals and continue his legacy," says Tlali Tlali, SAA spokesperson.

Customers who are members of SAA's frequent flyer programme, Voyager, will also be given the chance to give back, by voluntarily donating some of their Voyager Miles to the Nelson Mandela Children's Fund. In addition, Voyager customers flying today, Wednesday, 18 July will earn an extra 100 Voyager Miles per sector when flying on SAA-operated flights only.

"We hope these gestures show our gratitude and recognise his selfless contribution towards the freedom and democracy we enjoy today," concludes Tlali.

*Madiba's smiling face appears on the July 2018 cover of **Sawubona**, SAA's in-flight magazine, articles within urge passengers to visit some of the must-see historic Mandela sites across the country. These include the 100 landmarks that shaped Nelson Mandela's journey.*

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