

Beautiful News launches across South Africa

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Digital platform will deliver an inspiring story each day that reflects the goodness of the South African people. The creators of 21 Icons today launch a new platform, **Beautiful News**, dedicated to delivering inspiring and uplifting stories that celebrate the spirit and community of the South African people.



Beautiful News stories, told through short films and photographs, are released daily at 4:14pm in recognition of Nelson Mandela's release from prison on 11 February 1990. At that moment in time the global community joined South Africa in celebrating its most extraordinary Beautiful News story.

Beautiful News is founded by photographer and filmmaker Adrian Steirn, who created the 21 Icons project. Inspired by Nelson Mandela, 21 Icons profiled the men and women who led South Africa's journey to democracy and helped to unite its communities, and later focused on the young people continuing this legacy through their work and actions. **Beautiful News** continues to celebrate Mandela's spirit by generating positive conversations about people who show generosity and kindness towards their neighbours, symbolise triumph over adversity or provide inspiration within their communities.

Stories are published on the **Beautiful News** Facebook page as well as on beautifulnews.co.za. The first Beautiful News story, entitled *Aunty Ingrid*, depicts the uplifting tale of a woman's dedication to protecting the animals in her community from violence, negligence and torture. Other stories from the launch week include a young boy pursuing his passion for ballet, a graffiti artist who now collaborates with his father to create eye-catching work, and a father and son united by their love of football.

Beautiful News is made possible with the support of Mercedes-Benz South Africa, who also partnered with Steirn on 21 Icons, demonstrating their continued commitment to and celebration of the people of South Africa.

Adrian Steirn commented:

"We are delighted to bring Beautiful News to life as a destination for inspiring and positive stories about South Africa and its people. Digital platforms and multimedia content have liberated our ability to communicate and for people to access and share their stories. Every day Beautiful News will share powerful messages reflecting the deeds and actions of the Everyman in an inclusive and engaging style, allowing all to access and reflect on the goodness of the communities and the people around us in this country."

Selvin Govender, Marketing Director, Mercedes-Benz Cars added:

"South Africa is a fascinating country with diverse cultures. Its citizens have an amazing entrepreneurial spirit that goes a long way to showing their selflessness and human kindness to their fellow man.

"Mercedes-Benz South Africa is proud to partner with Beautiful News on this extraordinary project to help disseminate stories that demonstrate the best in humanity and the best of South Africa."

To see or submit a story to Beautiful News, visit www.beautifulnews.co.za, email hello@beautifulnews.co.za or join the conversation with #BeautifulNews

About Beautiful News

We are a vibrant, innovative, resourceful and warm-hearted people. A truth we often overlook. Every day at 4:14pm Beautiful News celebrates the extraordinary fabric of human nature that binds our nation. Beautiful News' founder, photographer and filmmaker Adrian Steim, previously created the 21 Icons series, inspired by Nelson Mandela, which profiled the iconic individuals who led the nation's journey to democracy and helped to unite its communities. Stories are published on the Beautiful News Facebook page and on beautifulnews.co.za. Beautiful News is made possible with the support of Mercedes-Benz South Africa.

Website: www.beautifulnews.co.za

Facebook: <https://www.facebook.com/beautifulnewssa>

Instagram: <https://www.instagram.com/beautifulnewssa>

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