

## Africa Tikkun launches #FaceUpToCovid19 campaign

South African NGO Afrika Tikkun has launched its #FaceUpToCovid19 campaign, providing cloth face masks to some of the country's most vulnerable citizens. A R20 donation via the organisation equals one mask.



"There is something we can all do – help make sure that everyone in our country has access to a reusable, cloth face mask," says Precious Nala, Afrika Tikkun marketing manager.

"By contributing to this initiative, and wearing a mask yourself, you are no longer disempowered – you have the power to do something. You have the power to 'face up to Covid-19' and make a difference by saving lives and helping to stop the spread of the virus."



NPOs in 'desperate need of support' to help the homeless

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### Empowering vulnerable communities

Many South African's are reliant on public transport and live in densely populated townships and informal settlements. They do not have access to a face mask, says the organisation. This disparity leaves these communities vulnerable and exposed, but providing them with masks will help bolster their arsenal.

"The #FaceUpToCovid19 campaign will provide each recipient with two cloth face masks in a sealed package, and advise them to wear one, while washing the second one. Each pack will also include a safety and educational pamphlet; detailing how to wear, remove and clean the masks, safely. Our education drive will also reinforce that handwashing, sanitising and social distancing remain critically important and that wearing a mask alone, is not enough of a precautionary

measure,” says Nala.



## Pick n Pay shoppers can now send digital grocery vouchers

21 Apr 2020



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### Locally sourced or hand-made

The #FaceUpToCovid19 masks are designed to have two cotton layers and a filter layer. They are either locally sourced or hand-made to ensure the campaign is reinvesting in the local economy. A blended model has been adopted by partnering with both larger production facilities to ensure we meet demand and urgency, as well as by supporting small businesses and individuals to stimulate employment and development on a grassroots level.

“This is our collective fight, we have the power to make a difference to our fellow citizens in our plight to #FaceUpToCovid19. We are stronger together. It’s time for us all to 'face up to Covid-19' and save lives,” concludes Nala.

For more information and to donate, [click here](#).

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