



20 October 2022

DEPARTMENT OF SPORT, ARTS AND CULTURE LAUNCHES ORANGE DAY CAMPAIGN

Our country continues to face alarming proportions of Gender Based Violence and Femicide amidst several strides by government and civil society to address this pandemic. The country's vulnerable members are hit the most, predominantly our women and our girls.

Deputy Minister for the Department of Sport, Arts and Culture, Ms Nocawe Mafu launched the ORANGE DAY campaign on the 25th November 2021 at the National Library in Pretoria. The Free State Department of Sport, Arts, Culture and Recreation also launches the Orange Day Campaign provincially in response to the National Strategic Plan (NSP) on Gender Based Violence pillar two (2) that speaks to prevention and rebuilding social cohesion.

This campaign to raise awareness about the pandemic of violence against women and girls is commemorated as ORANGE DAY and is celebrated globally on the 25th of every month, with the aim of raising public awareness. ORANGE DAY is a targeted approach to scale up and fast-track efforts to empower young girls and women as well as to:

- 1) Raise awareness and educate young women and men about Gender Based Violence.
- 2) Involve the young women and men in providing solutions for the scourge
- 3) Motivate the young women and men to be positive community members.

In launching this campaign minister Mafu stated that: *"Through this launch we will activate the Orange campaign through provincial launches in all the nine provinces. Activations and engagement with men and women and all members of society will be done in places of transport, bus ranks, taxi ranks, churches, parks, shisanyamas, etc. Gender sensitization, GBV dialogues, seminars, workshops, conferences and campaigns focusing will be undertaken throughout the year. The yearlong Activity Plan Matrix on GBV is developed in line with the monthly thematic areas".*



It is under this directive that the Free State Department of Sport, Arts, Culture and Recreation will be launching the ORANGE DAY campaign on the 25th October 2022 at Lemo Mall in Mangaung.

During September 2020, the Bloemspruit area in Mangaung was declared as number 17 out of 30 Gender Based Violence hotspots in the country. The list was compiled based on nine key variables, including the number of cases reported to SAPS during the 2019/2020 financial year. The provincial launch of the ORANGE DAY campaign will be at Lemo Mall which is a shopping centre in close proximity of the Bloemspruit Police Station.

Through this launch, we are hoping to plant a sustainable seed that puts an end to this monster ravaging our societies. Post the launch there will be continuous programmes and interventions in place.

The provincial launch will be held under the following details:

- DATE:** 25 October 2022
- TIME:** 11:00
- PLACE:** Lemo Mall, Mangaung

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