

**External Communications Unit
Press / Media Release**

To : All media
Attention : News Editors & Journalists
Date : 18 November 2013

For the attention of all media houses

International Men's Day

Details of the event:

Date : Tuesday, 19th November 2013
Time : 10:00 to 14:00
Venue : Vereeniging Civic Hall

Amidst the diversity that is characteristic of South Africa's core formation is the mutual aspiration for progression that acts as adhesive for our people. The various races, cultures, religions and beliefs that form the fabric of our existence unite, every now and then, when called upon to regenerate the spirit of "Ubuntu".

The Sedibeng District Municipality will be hosting **International Men's Day** on the 19th of November 2013. Through a partnership with its Locals (Emfuleni Local Municipality, Midvaal Local Municipality and Lesedi Local Municipality) a program has been designed to target Men and Boys in the Sedibeng region.

A program that is themed "From Peace in the Home to Peace in the World, let's challenge militarism and end violence against women"; this self-explanatory theme will be carried by initiatives that will aim to create Civil Awareness and fashion a platform for men and boys to stand against the social ills that are primarily subjected to women and children.

International Men's Day is an annual event that was inaugurated in 1999 in Trinidad and Tobago. Needless to point out why South Africa has joined the bandwagon when considering the gruesome news that pollute our newspapers on a weekly basis.

The Sedibeng District has identified and appreciates the need for moral regeneration amongst our people, especially amongst men whom in most instances are culprits of the injustices suffered by women. Therefore this program is centred on the following objectives:

- **To build a moral Society through Charter of Positive Values.**
- **To promote fathers and positive male role models for the younger generation.**
- **To promote men's roles in community, family, relationships and childcare.**



- **To promote the importance of gender equality.**
- **To ensure improvements towards gender relations in all society.**

These are but a few pivotal objectives of this initiative that has attracted interest from various stakeholders such as: The Gauteng Department of Community safety, South African police Service, Non-Governmental Organisations.

It is essential to instigate public participation in this regard; therefore SDM urges all media bodies, especially local media, to form part of this program so as to further spread the message of moral regeneration to our publics. It is through unity that we can combat and curb these social ills that seek compromise our hard fought liberation.

Ends!

**Issued by the External Communications Department
Sedibeng District Municipality**

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