

BE A HERO'S HERO

**1 ARM
PUSH UP**
CHALLENGE



RAISING FUNDS IN
SUPPORT & AWARENESS OF PTSD
FOR OUR MAGNUM HEROES ...

#MAGNUM4PTSD

MAGNUM

GREATER STRENGTH



Making Mandela Day Matter one push up at a time!

#Magnum4PTSD

This Mandela Day, SADAG is asking you to support Mental Health and support something meaningful that will last longer than just 67 minutes on July 18.

SADAG provides crucial mental health support to over 600 South Africans on a daily basis. South Africa sees 23 completed suicides and 460 attempted suicides everyday. But SADAG is giving you a way to help this Mandela Day by asking for small donations in the form of a One Arm Push Up Challenge. The raised funds will go towards the Suicide Crisis Helpline. Its Mental Health Awareness Month and we are here to support those on the front line. Emergency Services, Military, Firefighters and the Police force. We acknowledge the dedication of all the individuals serving in these industries and we hope to create awareness for the experiences of trauma first responders through an uplifting online campaign called the Magnum-One-Arm-Push-Up-Challenge.

Magnum Boots Africa in Partnership with SADAG wants to see your best effort at the infamous One Arm Push Up in support of first responders and people dealing with PTSD for #MandelaDay 2019. Click below to watch a video demonstration.



The idea is for individuals (or groups) to video their attempt – whether it's a success or fail – and post it to Facebook with the unique campaign hashtag **#Magnum4PTSD**. Every time a video gets uploaded to Facebook, Magnum pledges to donate R50 to SADAG's Suicide Crisis Helpline, an organization dedicated to support and assist PTSD sufferers including our brave Police officers, Nurses, Emergency Doctors and Fire Fighters. Magnum pledges to donate funds up to R100 000. So, rally your troops and help us hit that mark!

We have had submissions from Firemen, Karate Instructors, Fitness Enthusiasts, Actors, Moms, Dads, Children, Students and SADAG Counsellors. It doesn't matter who you are, you can take part and help us continue saving lives this Mandela Day.

"What counts in life is not the mere fact that we have lived. It is what difference we have made to the lives of others that will determine the significance of the life we lead." - Nelson Mandela

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SADAG are available 7 days a week on 0800 20 50 26, and can provide telephonic counselling, information on Mental Health, referrals to treatment, guidance on how to get help, self help tips and Support Groups.

There is always help available.

Regards,
Zane Wilson
Founder and Director
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