

COMMUNICATION
Tel: (012) 401-7700 Fax: 0866 875 683

Media Release: 30 September 2008

For immediate release

OCTOBER IS WORLD POST MONTH

Pretoria: The South African Post Office announced a calendar of activities and events to commemorate World Post Month today. The month of October is traditionally used to highlight to the public the importance of the postal network in terms of communication both in South Africa and globally on World Post Day – the 9th of October. The theme that is running from 2007 - 2009 for the World Post Day is “**The Worldwide Postal Network – Stay Connected**”.

World Post Day commemorates the establishment of the Universal Postal Union (UPU) on the 9th of October in 1874. World Post Day has been celebrated globally since 1969 and is celebrated around the world as an event to promote new postal services and to highlight the importance of post in connecting our world. The South African Post Office has planned a number of events within the theme of staying connected. The main event will be held in Polokwane at the Seshego Stadium and will be addressed by the South African Post Office, a UPU representative, ICASA and the Ministry of Communication.

Look out for the following events and activities:

Showcasing new ways of staying connected

South African Post Office will be using the month of October to talk about some newer postal innovations in the works. They include the “Hybrid Mail” system using a combination of electronic and printed communication platforms making business mailing faster and more efficient than ever before.

Encouraging the youth to write letters

One of the longest-running activities on a global scale is the annual UPU Letter Writing competition for young people up to the age of 15 which is now in its 38th year. This competition is part of the UN drive for literacy, and strives to embrace writing and intellectual thinking outside the classroom. In South Africa the competition winner for 2008 will read the winning letter on World Post Day, and the theme and competition for 2009 will be revealed. With prize money of over R100, 000 for provincial, national and school winners – this promises to be a highlight this month and a great motivation for learners to stay connected through the written word.

Cycling for awareness

With thousands of postmen and women on bicycles in every community of South Africa, what more fitting way to boost the awareness of the public than by sponsoring an employee cycle tour through some key centres of South Africa during World Post Month. Twelve cycling employees from the South African Post Office will be dispatched from the stadium in Polokwane on a 2000km journey through 10 towns to parliament in Cape Town. In each of the towns they will be addressing the public on the role of the postal service in enabling economic opportunity. On arrival in Cape Town on the 20th of October, the cyclists will be delivering a very important letter to the President – a letter of dedication and service of the South African Post Office to the people of South Africa. The progress of the cycling team through the country will be documented at each stage, and highlights the importance of staying connected through post delivery in the age of electronic communication.

Commemorative Stamp launch

On World Post Day (October 9th), a new set of memorable stamps will be launched at Polokwane. This new series has focussed on some of the oldest heritage post office buildings around the country and promises to be a collector's item keeping us connected to our heritage.

2008 National Philatelic Exhibition

Stamp show 2008, the National Philatelic Exhibition, incorporating the National Junior Stamp Show (Junass), will be held at the Rautenbach Hall, University of Pretoria between

Thursday, 23 and Saturday, 24 October 2008. The South African Post Office will be responsible for the junior exhibition to promote the hobby of philately.

Meeting Universal Service Obligations (USO)

The South African Post Office is on a continual drive to upgrade old, and open new post offices around the country to ensure that every South African has access to staying connected. During October, a sod turning ceremony will be held in Bizana in the Eastern Cape for a Thusong centre – a multi-purpose community hub where postal and other key government services can be easily accessed. This is the first of 10 such centres planned for implementation over the next 3 years.

An address expansion Imbizo will be held at Inkandla in Kwazulu – Natal on the 9th October. The theme for the Imbizo is **‘empowering the nation through addresses/ bridging the communication divide’**. The South African Post Office will be taking community inputs into and updating the community on its GPS-powered address expansion program in rural areas and in informal settlements.

Choral Eisteddfod culminates

Staying connected through the written word is one form of communication, but the South African Post Office is a great supporter of the universal language of song. As part of their ongoing commitment to community involvement and Corporate Social Responsibility, the South African Post Office Choral Eisteddfod finals will be held from the 24th to the 26th of October at the State Theatre in Pretoria. This is the culmination of weeks of provincial competition, and is supported by Post Office employees and communities alike.

Pan-African Postal Union Conference

Apart from community, public and youth activities, the South African Post Office will also be taking part in the Pan-African Postal Union conference in Durban from the 13-16 October where skills transfer and joint learning’s will be shared with other African countries around postal services management, monitoring and control.

Sapo National Sports Day

Employees from the six Sapo regions will congregate in Bloemfontein to celebrate World Post Month through sports and cultural activities for two days. The sports day is meant to ‘connect’ employees in commemoration of World Post Month.

Motshoanetsi Lefoka, CEO of the South African Post Office says, “World Post Month is a wonderful opportunity to remind all South African’s of the importance of staying connected, whether it be through new technologically enabled options, or the simple letter delivered on a bicycle. We are excited to share our plans with the public, and look forward to meeting you around the country this month.”

Ends

Word count: 1026

Editor Note: Should you wish to cover any of these stories in more detail or require an interview, please contact:

Nunu Nkosi

Wisdom Keys Group

nunu@prdynamics.co.za

011 463 7792 (T)

083 495 6171 (C)

Issued by: Lungile Lose

Corporate Communication: South African Post Office

012 401 7073 (T).

086 556 1073 (F).

082 823 1312 (M).

lungile.lose@postoffice.co.za