



PRESS RELEASE

DD.MM.YYYY

21 ICONS PARTNERS WITH SHOWMAX TO CONTINUE SHARING MANDELA'S LEGACY

Short films now available across Sub-Saharan Africa and the Diaspora

21 ICONS, the pioneering multimedia project that launched in 2013 with Nelson Mandela's last official photographic portrait, is now available on Showmax. The partnership launched with the Nelson Mandela episode of 21 ICONS in celebration of his centenary, followed by the rest of the catalogue. Seasons I, II and III of the project are now available to Showmax audiences in Sub-Saharan Africa and the Diaspora.

The brainchild of filmmaker and photographer Adrian Steirn, 21 ICONS South Africa traces the nation's history over the course of three seasons, moving from the fight for freedom to the country's growth during democracy, and concluding with a vision of the future. Season I celebrates the founders of South Africa's democracy, inspired by the collective effort of the people who devoted their lives to securing South Africa's freedom. In Season II, the project captures the stories of the people whose lives molded South Africa's first two decades of democracy. But today, the challenges and opportunities faced by South Africans are completely different to the past. 21 ICONS Season III explores the creative and exceptional people who are shaping the South Africa of the future.

Adrian Steirn, 21 ICONS founder and principal photographer, comments:

“The goal of 21 ICONS is to celebrate the lives of extraordinary individuals. The project doesn't have a finite lifespan – it's as relevant today as it was when we launched. If even one person engages with these stories and is inspired to make a positive change, we have achieved something remarkable. By partnering with Showmax, we are extending the reach of these stories to entirely new audiences who may never have heard of the likes of John Kani or Sophia Williams De Bruyn – people who helped South Africa win its freedom. It's so important to keep sharing these stories and to learn from their lives.”

Showmax

Showmax is an internet-based subscription video on demand service supplying an extensive catalogue of TV shows and movies. By leveraging relationships with major production studios from across the globe, Showmax delivers both world-class international content as well as the best of specialised local content. Showmax is accessible across a wide range of devices from smart TVs and computers to smartphones and tablets.

Countries where 21 ICONS is available on Showmax outside Africa include: Andorra, Australia, Austria, Belgium, Canada, Denmark, Finland, France, Germany, Greece, Iceland, Indonesia, Ireland, Italy, Liechtenstein, Luxembourg, Malta, Monaco, Netherlands, New Zealand, Norway, Portugal, San Marino, Spain, Sweden, Switzerland, United Kingdom and the United States.

ENDS/

For further information, contact:

Apollo Zake, apollo@ginkgoagency.com +27 (0) 21 419 3189



ABOUT 21 ICONS SOUTH AFRICA

21 ICONS is a visual celebration of remarkable individuals who have shaped the world around them for the better. Inspired by the life of Nelson Mandela, it tells the stories of people who have continued his legacy – whose lives have made the world a better place. The project seeks to celebrate those who have achieved success and widespread recognition, as well as people whose work has been conducted without prior acclaim.

Twitter: [@21Icons](https://twitter.com/21Icons)

Instagram: [@21icons](https://www.instagram.com/21icons)

Website: <http://www.21Icons.com>

Facebook: <http://www.facebook.com/21Icons>