**MEDIA RELEASE**

**For Immediate Release**

**21 ICONS Season I broadcasts on Mindset Learn**

Johannesburg – October 2014: *Due to popular demand from teachers and learners – Season I of 21 Icons is to be rebroadcast on Mindset Learn DStv. Season II is currently flighting on SABC3.*

One of the main aims of the 21 ICONS project is to be as accessible and interesting as possible to South Africa’s youth who need the wisdom and insight of our country’s greatest icons. In line with this strategy, Season I of 21 ICONS will be broadcast on Mindset Learn DStv channel 319, OpenViewHD channel 201 and StarSat channel 309.

Premiering on Wednesday 5 November at 19h00 21 ICONS Season I short films will be featured each week. Every Wednesday for 21 weeks a featured icon will be flighted on ‘Life Sciences’ day in line with the Department of Basic Education’s schedule and curriculum.

Included in Season I are social masters like Nelson Mandela, Desmond Tutu, Sophia William-De Bruyn, Johnny Clegg (see full broadcast schedule further down).

The project targets a youth audience by communicating the message that there are future leaders in their own communities who can influence and shape positive change. In the spirit of sharing and storytelling, the series is set to introduce school learners to the icons who shaped South Africa's turbulent and colourful past and continue to actively make a positive contribution today.

Sheryl Yeadon, channel manager of Mindset Learn says, “We are delighted to be launching Season I of 21 ICONS on Mindset as part of our programming mandate to provide quality educational content and stimulate dialogue among our most influential audience, the youth, about what South Africa needs in terms of leadership qualities and human traits to bring about positive change and influence and inspire others effectively in the future within their own communities and business spheres.”

21 ICONS will relay the message that South Africa has an endless list of icons, and that everyone, regardless of race, creed or socio-economic standing, can act with integrity and make a positive impact and influence changes to our world today. It serves to showcase powerful role models whose life lessons and thought processes need to be communicated amongst the youth.

The project was inspired by Nelson Mandela and is the creation of celebrated photographer and documentary filmmaker Adrian Steirn. The 21-week series features conversations with extraordinary South Africans and offers a short burst of documentary delivery to create a compelling and powerful picture of South Africa past and present ‒ and where it needs to go, according to those who played major roles in forging its democracy. It celebrates individuals who are willing to say unconventional things, will not accept the status quo and challenge the increasing problem of inequality. The icons’ memories also evoke moments of great humour and many share their surprise at how South Africa opted for reconciliation and hope.

Says Steirn: “South Africans are unique in their ability to unite in the face of adversity a characteristic admired around the world. I have been blessed to document the stories of extraordinary South Africans, their highs and lows, and the journey of how South Africa became a democracy and what is required to take us forward with pride and dignity in our unfolding country. That journey became the 21 ICONS project.”

Seen through the eyes of icons Desmond Tutu, John Kani, Gcina Mhlophe, Zackie Achmat, the late Phillip Tobias and Nadine Gordimer, Sophia Williams De Bruyn, George Bizos, Johnny Clegg, Kumi Naidoo, Lillian Cingo, Hugh Masekela, and Yvonne Chaka Chaka we gain insight into their pain, hardships and their fight for a free and just South Africa and their continued roles in striving to maintain our constitution and young democracy.

Mindset is an educational channel provided directly to thousands of schools and individuals via DVDs, Video-on-Demand and Mindset free-to-air broadcast. The Mindset Learn TV channel is also available to 3.5 million homes in Africa via DStv, StarSat, OpenviewHD and Freevision.

**Broadcast schedule**

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| --- | --- |
| 05 November 2014 | Nelson Mandela |
| 12 November 2014 | FW de Klerk |
| 19 November 2014 | Desmond Tutu |
| 26 November 2014 | Sophia Williams-De Bruyn |
| 03 December 2014 | Kumi Naidoo |
| 10 December 2014 | Lillian Cingo |
| 17 December 2014 | Nadine Gordimer |
| 24 December 2014 | Ahmed Kathrada |
| 31 December 2014 | George Bizos |
| 07 January 2015 | Hugh Masekela |
| 14 January 2015 | Johnny Clegg |
| 21 January 2015 | Helen Sebedi |
| 28 January 2015 | Gary Player |
| 04 February 2015 | Yvonne Chaka Chaka |
| 11 February 2015 | William Kentridge |
| 18 February 2015 | Phillip Tobias |
| 25 February 2015 | Evelina Tshabalala |
| 04 March 2015 | John Kani |
| 11 March 2015 | Zackie Achmat |
| 18 March 2015 | Karel Benadie |
| 25 March 2015 | Gcina Mhlope |
| 01 April 2015 | Karel Benadie |
| 08 April 2015 | Gcina Mhlope |

**About 21 Icons South Africa**

21 ICONS South Africa is an annual collection of photographs and short films of South Africans who have reached the pinnacle of achievement in their fields of endeavor. These men and women have been an inspiration through their extraordinary social contribution. It is not a definitive list and does not denote any ranking.

The short film-series documents the conversations between Steirn as the photographer and filmmaker and the icons. Each short film provides insight into both the subject and photographer's creative approach to the portrait.

**Social Media:**

21 Icons engages with the public through:
Twitter: @21Icons
Website: <http://www.21icons.com>
Mobisite: [www.21icons.com](http://www.21icons.com)
Facebook: <http://www.facebook.com/21Icons>
Pinterest: http://www.pinterest.com/21ICONS/
iTunes App Store: <http://tinyurl.com/lf3cfzm>
Google Play: <http://tinyurl.com/ovtcy45>

On behalf of **21 ICONS South Africa** issued by: **Grapevine Communications**

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