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Mandela Poster Project Makes Long-Awaited United States Debut

Project Chronicling the Life of Nelson Mandela Will Be on Display at Kalahari Resorts and Conventions Locations Through Summer 2016

Brooklyn, N.Y. — June 22, 2016 — The [Mandela Poster Project](#) has finally made its long-awaited debut in the United States. Last night, [Kalahari Resorts and Conventions'](#) owner Todd Nelson, his family and Ithateng Mokgoro, member of the Mandela Poster Project Collective, debuted the project to a crowd of nearly 100 at the Brooklyn Museum. More than 700 artists contributed to the project, which consists of 95 posters that chronicle the life and impact of Nelson Mandela. The project will be touring the United States this summer through displays at the various Kalahari Resorts properties in Wisconsin Dells, Wisconsin, Sandusky, Ohio, and the Pocono Mountains, Pennsylvania.

“It’s amazing to be able to partner with the Mandela Poster Project Collective to spread the spirit of Mandela through this one-of-a-kind collection,” said Todd Nelson, founder and owner, Kalahari Resorts and Conventions. “Mandela has an unmatched impact on the world, and this collection captures his significance beautifully. We look forward to touring the project throughout the country and continuing work with the Nelson Mandela Children’s Fund in the future.”

In May 2013, a group of designers from South Africa, including Mokgoro and nine other members of the Mandela Poster Project Collective, came up with an idea to celebrate the life of Madiba (Mandela’s clan name, used as a term of endearment) by collecting 95 posters from around the world, honoring his lifelong contribution to humanity.

Within 60 days, designers from more than 70 countries submitted more than 700 posters. The submissions were curated, and 95 exceptional posters that captured Madiba’s values and the essence of the initiative were selected to form part of the Mandela 95 Poster Project Collection.

The collection has been exhibited in South Africa and many other destinations around the world, including: Melbourne, Australia; Barcelona, Spain; Vienna, Austria; Tokyo, Japan; Ljubljana, Slovenia; Thessaloniki, Greece; Zagreb, Croatia; Salvador, Brazil; and now, finally, in New York City, USA.

“Todd Nelson and his family’s dedication to bringing the project to the U.S., and their passion for Africa, will help educate a new generation about Nelson Mandela’s place in history,” said Mokgoro, member of the Mandela Poster Project Collective.

The Johannesburg-based graphic designer, who is also curator of the open-source, community-driven TEDxJohannesburg, went on to add that he and his team hope that “the Mandela Poster Project will serve to remind people of yet another valuable lesson to draw from Nelson Mandela’s life: that self-organizing, decentralized, collective action is a powerful way to effect change.”

The Nelson family has been working to bring the Mandela Poster Project to the United States for the past few years — especially as their connection to Africa continues to grow. Today, the African spirit of Ubuntu, or “togetherness” — the philosophy that encompasses a belief in a universal bond of sharing that connects all of humanity — is reflected throughout every aspect of the company. The Mandela Poster Project is endorsed by the International Council of Design (ico-D) and is an officially recognized World Design Capital Cape Town 2014 project. The organizers, known as the Mandela Poster Project Collective, work for no personal gain and give freely of their time, expertise and resources.

In December 2013, within a month of Madiba’s passing, the collection was sold to the Design Institute, South Africa’s national design promotion body. This apt and pivotal acquisition successfully achieved the aim of raising 100,000 USD toward Madiba’s final legacy wish for a much-needed state-of-the-art health facility for the children of Southern Africa.

That wish, in the form of the Nelson Mandela Children’s Hospital, is now a brick-and-mortar reality and is expected to open sometime before the end of 2016.

“For us, this proves that creativity, and design especially, can play an important role in easing solutions to many of the challenges that elude us,” Mokgoro said. “And we don’t even need to stop doing cool stuff to make that happen,” he added.

Next up for the Nelsons is a return to Africa in October 2016 for what the family calls a “Kalahari One World Tour” — an expansive set of adventures spanning 24,000 miles inspired by the spirit, humanity and culture of Africa. This fall, the family will be visiting Mandela’s cell on Robben Island and will continue to partner with the Nelson Mandela Children’s Fund in 2016 and beyond.

For more information on the Mandela Poster Project or Kalahari Resorts and Conventions, please visit www.KalahariMedia.com.

About Kalahari Resorts and Conventions

Kalahari Resorts and Conventions in Wisconsin Dells, Wisconsin, Sandusky, Ohio, the Pocono Mountains, Pennsylvania, and coming soon to Round Rock, Texas, delivers a “world-away” waterpark resort and conference experience beyond expectations. The authentically African-themed Kalahari Resorts, privately owned by the Nelson family, is home to America’s largest indoor waterparks. All Kalahari Resorts feature well-appointed guest rooms, full-service Spa Kalahari, a fully equipped fitness center, on-site restaurants, unique retail shops and a state-of-the-art conference center. Kalahari Resorts and Conventions frequently receives awards and accolades for its guest and convention services. Recent recognition includes: Condé Nast Traveler’s #1 World’s Coolest Indoor Waterparks, 2016 Family Vacation Critic Favorite, TripAdvisor’s 2016 Travelers’ Choice Awards, 2015 Reader’s Choice USA Today’s 10 Best Indoor Waterparks, January 2015 OpenTable’s Diners’ Choice Award for Double Cut Grill’s signature dining experience for the second consecutive year, Silver Star recognition for Best Family-Friendly Meeting Hotel and Resort in Smart Meeting’s 2014 Smart Stars Awards, Clean the World’s Top 50 Hot Properties in 2013, the Daily Herald’s 2014 Reader’s Choice Awards for Best Indoor Waterpark, selection as one of the nation’s Top Family Resorts by Family Fun magazine for 2013, being named the Best Conference Center in the state by the Wisconsin Hotel and Lodging Association and selection as the Corporate Meeting Destination of the Year by Cleveland Business Connects magazine. For reservation and guest information, call 1-877-KALAHARI (525-2427) or visit KalahariResorts.com. To learn more about Kalahari Resorts, members of the media are encouraged to visit KalahariMedia.com.

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