



Jul 02, 2021 11:11 CAT

Discovery Vitality partners with the Nelson Mandela Foundation to fight hunger this Mandela Month

JOHANNESBURG, 2 July 2021 | Discovery Vitality is excited to partner with the Nelson Mandela Foundation to raise funds for its [Each One Feed One hunger relief campaign](#). The Foundation launched the #Each1Feed1 initiative in response to the devastating effects of COVID-19 on already vulnerable communities. The campaign calls for all South Africans to donate essential products to help alleviate food insecurity.

Through [MoveToGive](#), Vitality's app-based platform for crowdsourcing philanthropy, members can use their Discovery Miles to donate to this

important cause throughout July. Discovery Miles are earned by achieving weekly fitness, drive, or money goals.

The campaign will culminate with a fundraiser on Nelson Mandela International Day, 18 July 2021, with the Nelson Mandela Foundation's **Virtual Cycling Challenge**. This event is in partnership with [Ride4Hope](#) and powered by [Zwift](#), the at-home cycling and running virtual training platform. The Challenge aims to encourage amateur and seasoned cyclists, along with the broader health-conscious community, to dedicate their workouts as a call-to-action for #Each1Feed1.

Team Vitality Club Manager, Khethiwe Mlangeni says: "I am looking forward to being joined by avid cyclist, activist and renowned chef David Higgs and two of our Team Vitality Champions for the virtual Zwift ride on Mandela Day. It is one of three virtual 30 km group rides scheduled to raise awareness around the Global Nelson Mandela International Day initiative." She adds: "This collaboration and event are a testament to the power of community – despite the social and physical obstacles we continue to face as a result of the pandemic".

Sello Hatang, Nelson Mandela Foundation Chief Executive considers July and initiatives like this an opportunity to truly reflect on Mandela's legacy. He says, "During this period, I consistently reflect on what Madiba had to say in 1999, as he was coming to the end of his presidency: 'On April 27 five years ago, we knew that nothing could stop the people's declaration that the time had come to govern ourselves. We had then fully understood that none of us could be free unless we were all free; and that none of us could enjoy lasting peace and security while countless South Africans were cursed by hunger, homelessness, and ill health.'"

Vitality CEO Dinesh Govender concludes: "We are proud to partner with the Nelson Mandela Foundation in this cause and the upcoming cycle challenge, which both so aptly resonate with Discovery's core purpose to make people healthier and enhance and protect their lives."

Govender encourages Vitality members to wait until Sunday, 18 July 2021 to play their Vitality Active Rewards gameboard. "We'll match the Discovery Miles revealed and donate that amount to the Nelson Mandela Foundation, at no cost to members," he says.

Learn more about MoveToGive and the Mandela Month campaign [here](#).

Discovery information

About Discovery

Discovery Limited is a South African-founded financial services organisation that operates in the healthcare, life assurance, short-term insurance, savings and investment and wellness markets. Since inception in 1992, Discovery has been guided by a clear core purpose – to make people healthier and to enhance and protect their lives. This has manifested in its globally recognised Vitality Shared-value Insurance model, active in 24 markets with over 20 million members. The model is exported and scaled through the Global Vitality Network, an alliance of some of the largest insurers across key markets including AIA (Asia), Ping An (China), Generali (Europe), Sumitomo (Japan), John Hancock (US), Manulife (Canada) and Vitality Life & Health (UK, wholly owned). Discovery trades on the Johannesburg Securities Exchange as DSY. Follow us on Twitter [@Discovery_SA](#).

About Vitality

Vitality is the largest global platform for behaviour change, underpinning the insurance products of leading insurers worldwide with more than 20 million members in 30 markets. The Vitality model, established by Discovery Limited in South Africa, has been incentivising behaviour change among its clients for over 25 years. Vitality creates shared value by combining behavioural economics, clinical science, and financial incentives to encourage and reward members for taking steps to improve their health. The model began with a focus on health and wellness, and has expanded to include short-term insurance, investments, and financial wellness. For more information, please visit the [Vitality website](#) or email the [Discovery Media Relations team](#).

Contacts



Felicity Hudson

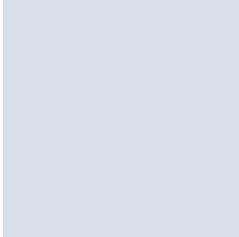
Press Contact

Head of Reputation Management

Discovery Group

media_relations_team@discovery.co.za

0115294514



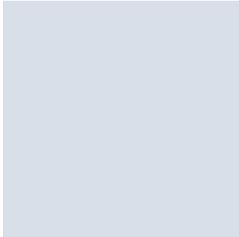
Nthabiseng Chapeshamano

Press Contact

Senior Reputation Manager

Healthcare & Sustainability

nthabisengc@discovery.co.za



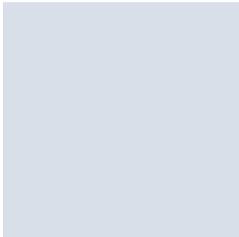
Munene Khoza

Press Contact

Senior Reputation Manager

Vitality & Wellness

munenek@discovery.co.za



Zeenat Moorad

Press Contact

Senior Reputation Manager

Banking & investments

zeenatm2@discovery.co.za



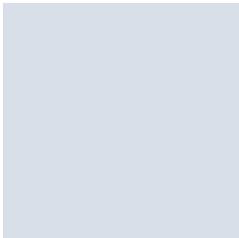
Shanti Aboobaker

Press Contact

Reputation Manager

Long and short term insurance

shantia@discovery.co.za



Gugu Yika

Press Contact

Reputation Management Consultant

Vitality & Sponsorships

guguy@discovery.co.za

0115298083