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## Nelson Mandela Foundation, California NAACP and NorthStar Memorial Group Unite to Support Human Rights Memorial Honoring Nelson Mandela

*Monument under construction at Skylawn Memorial Park in San Mateo offers the opportunity to “pave the way to social justice” through personalized brick pavers and crowdfunding initiative*

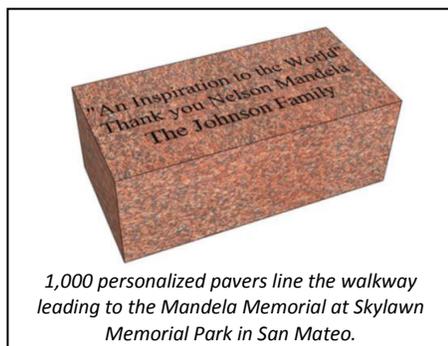
**SAN MATEO, Calif. (May 19, 2016)** – The [Nelson Mandela Foundation](#), in partnership with [NorthStar Memorial Group](#) and the [California chapter](#) of the National Association for the Advancement of Colored People (NAACP), today announced the launch of a multifaceted effort to support the late-2016 unveiling of a human rights memorial honoring the life and legacy of civil rights icon, Nelson Mandela. The monument, designed by Moody Nolan Architects, is currently under construction at [Skylawn Memorial Park](#) in San Mateo. Members of the community can support the construction efforts by either 1) purchasing one of 1,000 personalized bricks which forms the walkway leading up to the memorial or 2) donating to a crowdfunding campaign. NorthStar will match all funds raised through the crowdfunding campaign before May 31, up to \$100,000.



[Click here](#) to watch a video about the campaign to help raise funds for the monument.

“Everyone at Skylawn is humbled and honored to host the West Coast’s only Nelson Mandela memorial which serves as a beacon of hope and human rights for generations to come,” said Gregory Lim, sales manager at Skylawn Memorial Park. “Not only is the crowdfunding campaign an easy way for people from all walks of life to support the overall construction effort, but the personalized, limited-edition bricks allow people to share – in their own words – how Mandela impacts their lives.”

### **Brick Pavers Benefit Mandela Memorial Plus Charity**



In an effort for people to show their support for peace, equality and social justice, NorthStar is forming the walkway leading to the monument with brick pavers that can be purchased and personalized with up to five lines of text. Individuals, families and organizations can inscribe anything from inspirational messages to memorial tributes. Each brick costs \$500; \$200 of that goes directly to a charity such as the Nelson Mandela Foundation or the California NAACP, while \$300 directly benefits the memorial’s construction efforts. For more information or to reserve a paver, please visit [www.nelsonmandelamemorial.com](http://www.nelsonmandelamemorial.com).

### **Mandela Memorial Crowdfunding Campaign**

In addition to purchasing personalized pavers, those who wish to further support the permanent human rights memorial at Skylawn may also contribute to a crowdfunding campaign. Monies earned will directly impact the 15-foot-tall structure, designed by Brian Sell of Ohio-based Moody Nolan Architects who won a 2014 design competition. The goal is to raise \$100,000; NorthStar is matching all funds raised through the crowdfunding campaign by May 31. To participate, please visit [www.nelsonmandelamemorial.causevox.com](http://www.nelsonmandelamemorial.causevox.com).

### **About the Nelson Mandela Memorial**

When preparing for this opportunity, the Moody Nolan team immersed themselves in a wide range of material related to Nelson Mandela's life and legacy. The final design, meant to symbolize life, growth and shelter, reflects a translation of his birth name, Rolihlahla, which means "pulling the branch of a tree." A series of quotations, made famous by Nelson Mandela, represent the three distinct phases of his life before, during and after imprisonment. While in prison, for example, Nelson Mandela spiritually overcame the confines of the bars surrounding him. Although he was physically locked up, he refused to allow the situation to entrap his mind.

"This memorial gives San Francisco Bay Area residents and visitors a beautiful and peaceful place to gather and reflect on his legacy," said Sello Hatang, chief executive of the Nelson Mandela Foundation. "It will also support the education and inspiration of our youth, initiating the kind of dialogue and activism that will ensure Madiba's legacy continues to drive positive change."

### **Nelson Mandela and the Bay Area**

The monument's location in Northern California reinforces the strong connection between the Bay Area and Mandela's life and work, which dates back almost three decades. In opposition to Mandela's imprisonment, Oakland, Calif. Congressman Ron Dellums drafted the Comprehensive Anti-Apartheid Act of 1986. Thousands of Bay Area residents rallied for civil rights and Mandela's release from prison. Shortly following his release in 1990, he visited Oakland.

"Everyone has heard of Nelson Mandela, but many younger people don't know why he is such an iconic figure in our history – or even that he has strong ties to the Bay Area," said Alice A. Huffman, president of the California NAACP. "We hope this campaign, as well as the memorial itself, will further human rights conversations."

**MEDIA, PLEASE NOTE:** for more information or to request interviews with Gregory Lim, Sello Hatang or Alice Huffman, or for high-res images of the memorial or of Skylawn Memorial Park, please contact [northstar@landispr.com](mailto:northstar@landispr.com) or (415) 561-0888.

### **ABOUT THE NELSON MANDELA FOUNDATION**

The Nelson Mandela Foundation, a registered trust, is a human rights-oriented nonprofit organization. The Foundation delivers to the world an integrated and dynamic information resource on the life and times of Nelson Mandela, and promotes the search for sustainable solutions to critical social problems through memory-based dialogue interventions and tangible activations to realize the legacy of Nelson Mandela. For information, visit [www.nelsonmandela.org](http://www.nelsonmandela.org).

### **ABOUT CALIFORNIA NAACP**

The California State NAACP is comprised of 52 branches and more than 30 youth chapters and is part of this nation's oldest civil rights organization, National Association for the Advancement of Colored People. For information, visit <http://www.ca-naACP.org/>.

### **ABOUT NORTHSTAR MEMORIAL GROUP**

Founded in 2004, NorthStar Memorial Group is a privately held, funeral, cremation and memorialization company founded on the belief that passion, accountability, courage and trust are the keys to building a successful organization. The Houston-based company manages 78 locations in ten states. For information, visit [www.nsmg-ext.com](http://www.nsmg-ext.com).

### **ABOUT SKYLAWN FUNERAL HOME AND MEMORIAL PARK**

Skylawn Funeral Home and Memorial Park was established in 1959 as a non-sectarian cemetery in San Mateo, Calif., and a state-of-the-art funeral home was added in 2006. For information, visit [skylawnmemorialpark.com](http://skylawnmemorialpark.com). (FD 1848)