

#LightSAred Campaign



THE EVENTS INDUSTRY IS DYING

5 AUG 2020

**5 MONTHS WITH NO WORK.
5 MONTHS OF BEING IGNORED BY
GOVERNMENT.**

Join us as we **light buildings in red** to raise awareness of our plight. Be involved by lighting a building, an empty stage or any object in **red**, then taking a photo & sharing the **#LightSAred** campaign on your social media platforms.

To sign up and for more information visit: www.LightSAred.org.za

The #LightSAred campaign will see the South African technical production and live events industry standing together to make their voices heard on 5th August.

The industry, comprising of freelancers, venues, theatres, companies and businesses have been unable to work since the blanket ban on all events, due to the Coronavirus, implemented in South Africa on 15 March 2020.

Similar initiatives have successfully taken place across the world where buildings, monuments, landmarks, structures and empty theatres have been illuminated in “Emergency Red” to highlight the enormous challenges facing live events, music and performing arts sectors. In the UK, #LightItInRed saw over 670 buildings lit, while in Germany, the #NightofLight2020 had an incredible 9 000 sites lit to mention a few.

South Africans in the industry are called to join us as we light buildings in red to raise awareness of our plight. Individuals, companies and anyone concerned about the future of live events can participate by lighting a building, an empty stage, a garden or any object in red, then taking a photo and sharing it on their social media platforms while including the campaign hashtag, #LightSAred. The general public are encouraged to play a role by taking photos of red buildings and sharing them on social media.

The South African events industry is dying, and we are being ignored. Our aim is for government and financial institutions to extend financial relief to those who earn a living in the technical production and live events industry until we are permitted to resume work. In addition we need the South African government to engage with elected leaders within SACIA and the SA Events Council, and provide a platform for our voices to be heard. Lastly, #LightSared demands that the government recognize and support the Non-Profit Organisations that are trying to sustain destitute members of the technical production and live events industry.

The events industry is aboard a sinking ship, and we are headed for the rocks. Help us light the warning beacon and [#LightSared](#) to remind government and private industry just how much is at stake.

Visit <https://www.lightsared.org.za/> to find out how you can participate