



THIS is
GOLD

MEDIA RELEASE 2020

GOLD PRODUCERS ANGLOGOLD ASHANTI, GOLD FIELDS, HARMONY AND SIBANYE-STILLWATER LAUNCH COVID-19 AWARENESS CAMPAIGN

Johannesburg, 24 July 2020. Gold producers AngloGold Ashanti, Gold Fields, Harmony and Sibanye-Stillwater have joined together to launch an awareness campaign to inform and empower mining employees and communities on issues related to COVID-19. The campaign is under the auspices of This is Gold, an industry initiative begun by South African gold producers to provide insight into the gold industry.

The COVID-19 pandemic has affected mining companies, employees and communities since the outbreak of the pandemic in March. While each company has implemented a broad range of risk-based measures to address the impact of COVID-19 in the workplace and in host communities, the members of This is Gold recognised the need to collaborate to broaden the reach and amplify our COVID-19 educational messaging.

In addition to engaging directly with employees and communities, the gold producers have launched a radio advertising campaign on key national radio stations that reach communities. Senior members of staff at participating mines – including the doctors responsible for executing each company's healthcare mandate – have been made available to participate in interviews and address questions and concerns listeners may have.

The campaign is aimed at:

- Addressing stigmatisation of Covid-19 sufferers,
- Creating awareness around the symptoms and spread of the virus,
- Communicating preventative measures,
- Addressing gender-based violence, and
- Calling for responsible behaviour under the lockdown regulations.

It is underpinned by an understanding that stopping the spread of COVID-19 and protecting ourselves and others will require South Africans to act responsibly – at work, at home, while they travel and in their communities.

Call to local and national radio stations:

Please contact memory@rasc.co.za should you wish to interview a company representative on the topics listed above.

For further queries, contact:

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