



DMA UNITED AND NELSON MANDELA FAMILY PARTNER TO CREATE NEW MEDIA BUSINESS

FOR IMMEDIATE RELEASE

July 8, 2019 – New York City, New York, USA

[DMA United](#) has formed a joint venture with Nelson Mandela’s family to create a new entity, “Mandela Media”.

Mandela Media’s mission is to raise substantive discourse and action surrounding important social topics, including racism, gender equality, mental health, food security, and social justice.

This global initiative will be realized through several mediums: scripted and unscripted video content, audio/podcasts, live events, and publishing. It is anticipated that Mandela Media’s platform shall intersect with quite a few cultural pillars, such as sports, entertainment, politics, fashion, and business.

“We are honored to partner with Nelson Mandela’s family. Our intent to impact minds and souls worldwide through new, action-oriented initiatives, will advance Mr. Mandela’s vision to future generations,” comments Marc Beckman, CEO of DMA United.

“My father spent his life fighting for freedom and equality,” says Makaziwe Mandela. “My family and I are very excited to partner with DMA United to form this new business, Mandela Media.”

About Mandela Media

For Additional Information: [Mandela Media Presentation](#)

About House of Mandela

The House of Mandela is the organization through which the proud descendants of the late Nelson Mandela preserve the history and legacy of the family name and continue his work towards unity and compassion across global races, religions, and genders. House of Mandela seeks to improve the lives of Africa’s poverty stricken communities and globally advocate for social issues that affect African communities through funding development organizations and charities.

About DMA United

DMA United is an award-winning advertising agency which provides its clients with new business venture development and commercial services. DMA United’s Poly-Cultural Platform positions the agency at the center of style & design. DMA United’s clients include Karl Lagerfeld, Barneys New York, NBA, Wynton Marsalis, Pepsi, and Puma.

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