

Press Release 2023 – for Immediate Release

## Casual Day 2023 to get the nation smiling

Johannesburg, July 2023 - The National Council of and for Persons with Disabilities (NCPD) is proud to announce the launch of the 2023 Casual Day Fundraising Campaign, taking place on 01 September 2023. This year's theme, **#ShareASmile with Persons with Disabilities**, aims to promote kindness, goodwill, and positivity in support of persons with disabilities in South Africa.



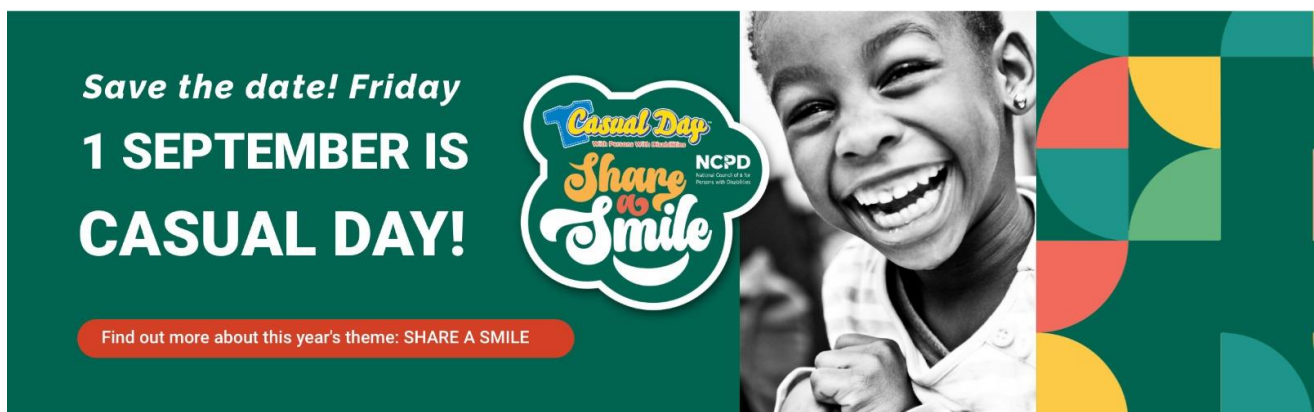
Casual Day provides much-needed funds for the work of hundreds of schools and organisations in the disability sector. These include nine provincial associations of and for persons with disabilities (APDs) and five nationwide programmes and projects that encompass workplace access and entrepreneurship, universal design and access, and gender-based violence awareness and training.

“The theme for Casual Day 2023 banks on a phenomenon that has been neglected for too long – one that must have been known to mankind from the beginning of time: The smile,” says NCPD national director Therina Wentzel. “The NCPD has decided to employ that uplifting, comforting and inspiring facial expression as an ally in this year’s campaign.”

She says a smile is indicative of the presence of love, kindness, goodwill, caring and many other positive traits in human hearts. “The most important characteristic of a smile that the NCPD believes it can utilise, is that it is more infectious than any disease known to man.”

Smiles can trigger a positive chain reaction of wonderfully uncontrollable proportions, believes Wentzel.

The NCPD is a non-profit organisation that works to protect the rights of persons with disabilities and to create an inclusive society in which persons with disabilities can fully participate and enjoy equal rights and freedom.



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## What to Wear

The kindest thing you can wear is your 'Share A Smile' Casual Day Sticker and Merchandise - T-Shirts, Caps, Bucket Hats which are available online at <https://casualday.co.za/shop/> or via [online order form here if you are a company](#). Donations received from stickers and supporter items directly benefit disability organisations throughout South Africa, be sure to get yours. Pair your sticker with some bright lipstick, facepaint, retro hairdo's and smile inspired activities (how about hosting a comedy show in support of Casual Day at your school or workplace!).



Stickers are available for a donation of R20 from Associations of and for Persons with Disabilities (APDs), Government Departments, Schools, Alpha Pharm, BKB, Clicks, ESKORT, Finbond, JAM Clothing, Jet, Loot Online, The Hub and Toys R Us or visit Casual Day online at <https://casualday.co.za/>

Tag us in your pictures on our social media channels, or hashtag **#ShareASmile #CasualDay** to win great Prizes:

Facebook: <https://www.facebook.com/CasualDaySA>  
 Twitter: [https://twitter.com/CasualDay\\_SA](https://twitter.com/CasualDay_SA)  
 Instagram: [https://www.instagram.com/casualday\\_sa](https://www.instagram.com/casualday_sa)  
 LinkedIn: <https://www.linkedin.com/company/casualday-sa>

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### About Casual Day:

Casual Day is South Africa's leading fundraising and awareness campaign for Persons with Disabilities and is the flagship project of the National Council of and for Persons with Disabilities (NCPD). Launched in 1995, Casual Day is an awareness and fundraising campaign benefiting Persons with Disabilities. Each year, South Africans are encouraged to wear the official Casual Day sticker and merchandise to show their support for Persons with Disabilities.

### Media enquiries and request for information, interviews and images:

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