



# DEX DIGITAL EXPRESS

#FLATTENTHECURVE

#SLOWTHEPANDEMIC

There's a video of a Czech woman who very eloquently and simply explains why we should continue wearing masks and what a difference it can make in our country. **An exponential difference!** At 3:48pm on 4 April, their confirmed cases were counted at 4194. One of the **few** countries in Europe that has **significantly slowed down the spread of the virus**.

Wearing masks is not a policy mandated by the World Health Organisation, although they support it, but, the social benefits of the #MaskMovement and its possible impact on the cohesion and unity among individuals and communities is welcomed. And while wearing masks cannot offer 100% protection against the virus, it will make a significant difference in slowing down the spread of COVID-19. It helps to decrease the spread in 3 ways.

And let's face it, we're running out of masks for even our frontline workers, so how do we protect our communities?



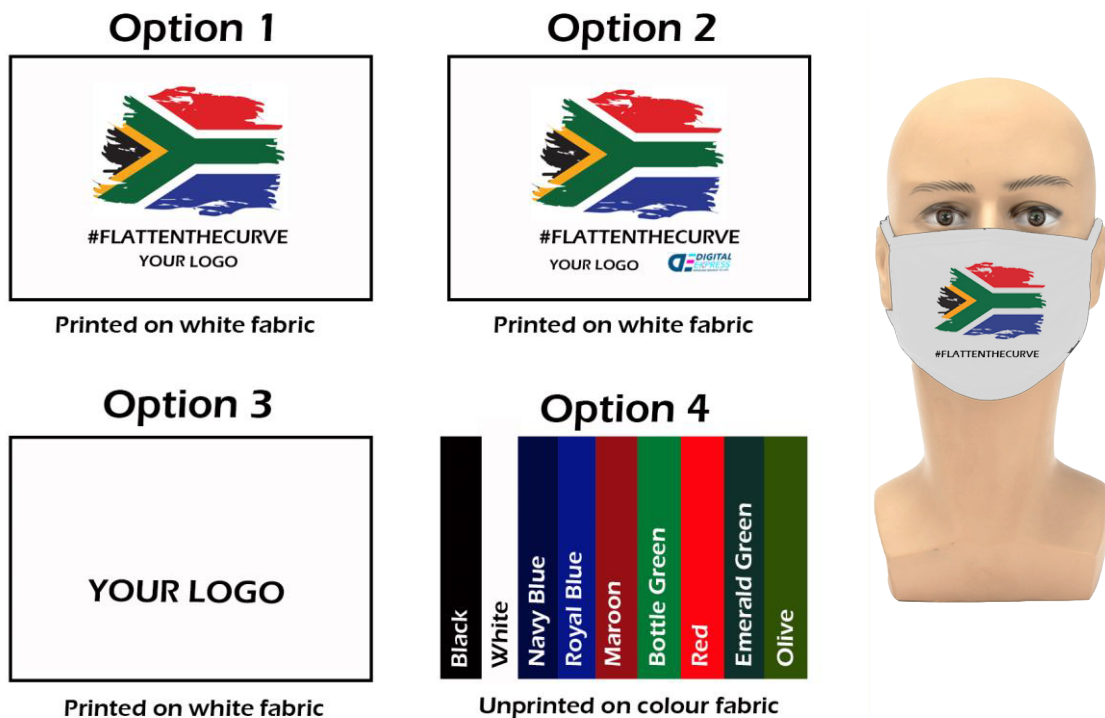
**Digital Express** is undertaking to **#maskthemas**, with your help. Especially in our poorer communities, densely populated areas and informal settlements that may not have access or resources to purchase or produce masks.

We encourage you to join us in our mission to **#maskthemas** and our campaign to educate everybody its the benefits.

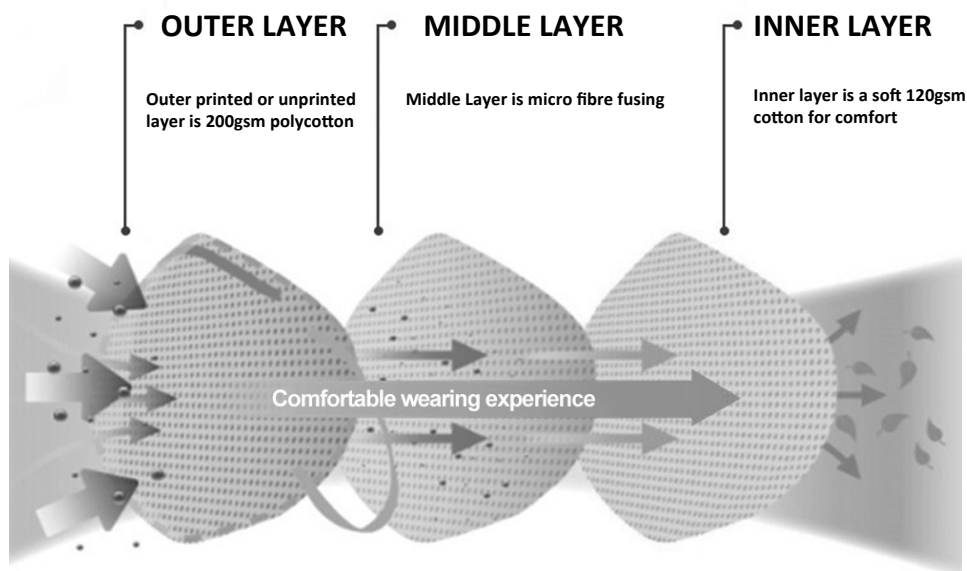
We're starting with a pledge of **2000 fabric masks**, which we'll be sewing and donating to day hospitals and clinics in our townships. We urge you to match, or beat, our donation at only R10.00 per mask unbranded or R15.00 branded (minimum order 500 per pledge), to be donated and delivered to a social care initiative of your choice. Our masks are made up of a 200gsm Poly-cotton outer layer and a 140gsm cotton inner layer. It's completely washable and re-usable.

There are various design options available to compliment the general use of the masks, as well as much needed smaller sizes for our kids.

See design options below:



## Structural sketch of protective mask



We challenge you to help us mask the masses so that we can ALL be #maskedheros.

Last year we started fighting a very different battle ; Gender based violence against women and children, and we asked #aminext? Today, together, we're all fighting for our lives, and we're asking #aminext?

Let's flatten the curve, Africa!

To participate in this initiative or to place orders,  
e-mail: [dale@digitalexpress.co.za](mailto:dale@digitalexpress.co.za)