

SA technical production, events industry to #LightSAred

The South African technical production and live events industry has embarked on the #LightSAred campaign, which is set to take place on 5 August 2020, to address the effects that the Covid-19 pandemic has had on the industry.

The industry, comprising 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 (Southern African Communications Industries Association) and the SA Events Council, and provide a platform for our voices to be

heard. Lastly, #LightSAred demands that the government recognise 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 the government and private industry just how much is at stake.

Visit www.lightsared.org.za to find out how you can participate.

For more, visit: <https://www.bizcommunity.com>