

NELSON MANDELA'S FAVORITE AFRICAN FOLKTALES

Nelson Mandela's Favorite African Folktales Audiobook Frequently Asked Questions

Why was the audiobook created? The audiobook was created in honor of Mr. Mandela as well as to raise funds to assist children in South Africa who are orphaned and impacted by HIV/AIDS. It brings some of the wonderful folktales of Africa to a wider global audience and is in keeping with the timeless oral tradition of passing folktales from one generation to the next.

Plans to create the audiobook were announced in the press for Mr. Mandela's 90th birthday on July 18, 2008 and the book is being released in time for his 91st birthday.

Which performers are part of the audiobook? An international and diverse cast of 26 acclaimed performers participated and all of them donated their time and talents to this charitable endeavor. 23 are highly regarded professional actors, two are legendary African musicians, and one is Archbishop Desmond Tutu!

The actors who voiced stories are: Gillian Anderson, Benjamin Bratt, LeVar Burton, Ricardo Chavira, Don Cheadle, Matt Damon, Whoopi Goldberg, Sean Hayes, Hugh Jackman, Samuel L. Jackson, LaTanya Richardson Jackson, Scarlett Johansson, Debra Messing, Helen Mirren, Parminder Nagra, Sophie Okonedo, CCH Pounder, Alan Rickman, Jurnee Smollett, Charlize Theron, Blair Underwood, Forest Whitaker and Alfre Woodard. Archbishop Desmond Tutu recorded a message to the world's children and African music legends Johnny Clegg and Vusi Mahlasela composed and recorded original music.

Where can I buy the audiobook? *Nelson Mandela's Favorite African Folktales* can be found in your local neighborhood bookstore, at national chains, or online. Online you can either order the audiobook on CD to be mailed to your home, or digitally download the audiobook immediately, depending on your preference. If you go to a bookstore and they're out of copies, ask if they can order you one from their warehouse. Chances are that they'd love to be able to help; they just need to know what their customers want, and it helps us get the word out when you request it by title!

How much does it cost? Suggested retail is \$16.98 in the US. (\$18.98 in Canada), although many stores will be selling it at a discount. We tried to make it affordable for as many families as possible. Each purchase provides money for programs serving children in South Africa who are orphaned or impacted by HIV/AIDS.

What cause and charities does it support? The audiobook is a benefit for children in South Africa who are orphaned or impacted by HIV/AIDS. Profits go to two charities: Artists for a New South Africa and the Nelson Mandela Children's Fund.

Artists for a New South Africa is a US-based nonprofit organization working in South Africa and America to combat HIV/AIDS, assist children orphaned by the disease, educate and empower youth, advance human rights, and build bonds between our nations through arts, culture, and the shared pursuit of social justice.

www.ansAfrica.org

The Nelson Mandela Children's Fund was founded in 1995 by Mr. Mandela to change the way society treats children and youth. www.nelsonmandelachildrensfund.com

For more details on the charitable distribution of proceeds, please visit: <http://www.hachettebookgroup.com/features/mandela/legaldisclaimer.html>

What was Mr. Mandela's involvement? Nelson Mandela selected the stories for the original book *Nelson Mandela's Favorite African Folktales* and he also wrote the foreword.

He has a long-term relationship with Alfre Woodard and Artists for a New South Africa. Ten years ago, Nelson Mandela said, "We will never forget those who stood by us in our darkest days"...You have become a part of the progress we are making...We are strengthened by the knowledge that Artists for a New South Africa will be with us." ANSA is committed to continuing to stand with him to help the children of South Africa.

Plans to create the audiobook were announced in the press for Mr. Mandela's 90th birthday on July 18, 2008, and the book is being released in time for his 91st birthday. Other efforts celebrating his birthday this year include launching Mandela Day, an effort to ask people everywhere to engage in community service. There will be a concert televised from Radio City Music Hall in New York with many of the audiobook artists involved—including Whoopi Goldberg, Forest Whitaker and Vusi Mahlasela. The ESPY awards, hosted by Samuel L. Jackson, are honoring Mr. Mandela with the prestigious Arthur Ashe award.

Where was the audiobook recorded? The audiobook was recorded in Los Angeles, New York, Miami, London and Johannesburg. Recording sessions took place at 10 different studios, which all donated use of their facilities, with about 20 gifted engineers, who all donated their services.

What was Alfre Woodard's role? Alfre, who co-founded Artists for a New South Africa in 1989, served as the director of the audiobook. She decided which artists to invite to take part, aiming for a diverse and extremely cast. She selected which stories from the original book to feature and which stories would be read by each artist. She directed each recording session, flying to various cities and directing a few over the phone.

How did the audiobook come into being? ANSA's executive director Sharon Gelman found the book *Nelson Mandela's Favorite African Folktales* in a bookstore, when she was looking for a baby gift for a friend. She had the idea to turn it into an audiobook and

brought it to her friend Alfre Woodard, who immediately agreed to direct the project. ANSA board member Bradley Silver, an intellectual property rights attorney, secured the rights and asked Hachette Audio to serve as the publisher. Hachette agreed instantly. Alfre, Sharon, Hachette, and the ANSA staff reached out to artists to take part as well as to studios, engineers, designers, photographers, manufacturers and many more, all of whom agreed to donate their time and talents to this charitable project. It's been two years in the making.

How long does the audiobook run? The entire audiobook is approximately 3 hours long, and stories range from under 5 to over 20 minutes. All this fits onto 3 CDs. If you put the 3rd CD into your computer, there are full color illustrations and all kinds of other information. There is also a website with family activities including quizzes and pages to print out and color in.

How many stories are there? There are 22 stories included in the full audiobook. 5 additional stories can be purchased and downloaded separately online from sites like Audible.com and iTunes.

Where are the stories from? The stories featured come from different cultures within 12 African countries, including many from South Africa, and others from Morocco, Nigeria, Malawi, Tanzania, Kenya, Uganda, Zimbabwe, Botswana, Lesotho, Swaziland, and Namibia. There are also stories that come from various regions rather than countries, including Southern Africa, West Africa, and Central Africa.

Is there a multimedia aspect to this audiobook? Yes! You can pop the third CD into any computer and view gorgeous 4-color art from the original award-winning illustrated book, which is available from WW Norton in the U.S. and Tafelberg in South Africa. You can also learn about the storytellers, stories, and more!

Why South Africa? South Africa, which so recently overcame apartheid, is now suffering the worst consequences of the global AIDS pandemic, with more people infected and more children orphaned by the disease than any other country in the world.

The people of South Africa joined together and, with the world's support, overcame seemingly insurmountable challenges to end apartheid. We believe the South African people have the capacity to overcome AIDS as well. There are remarkable experts and activists there who are amongst the best in the world and are making great strides. With support from around the globe, they can save more lives.

Can you tell us something about Hachette? Hachette Book Group is a leading trade publisher based in New York and a division of Hachette Livre, the second largest publisher in the world. Hachette Audio is deeply honored to have had this chance to partner with Artists for a New South Africa and is so proud of the audiobook they helped to create. ANSA is grateful to be working with such a stellar company and thanks all their hard-working teams who volunteered their time to work on production, create websites, get the audiobook into stores and all the many other undertakings that go into publishing a project of this magnitude.

Hachette Audio is renowned in the audiobook industry for producing Grammy Award-winning programs including: Martin Luther King's A CALL TO CONSCIENCE, Jon Stewart Presents AMERICA: THE AUDIOBOOK, and Ossie Davis and Ruby Dee's IN THIS LIFE TOGETHER.

How were the performers selected and are they involved in Artists for a New South Africa? The artists who took part were chosen for their exceptional talent. We also wanted the voices to be diverse in terms of age, race, and culture. Some of the artists serve on the board of Artists for a New South Africa: Gillian Anderson, Johnny Clegg, LaTanya Richardson Jackson, CCH Pounder, Jurnee Smollett, Blair Underwood, and Alfre Woodard. More are longtime ANSA supporters, including Samuel L. Jackson, Charlize Theron, Forest Whitaker, Benjamin Bratt, LeVar Burton, Don Cheadle, and Vusi Mahlasela. There are many more remarkably talented artists who are involved in ANSA and we would have loved to feature them all but we also wanted to include newer friends and some who had never been involved before.

For more information: invite people to go online to:

www.MandelasFavoriteFolktales.com, where they can listen to audio clips and find activities for children, bios of the performers, suggestions on where to buy, information on the charities, and more!