

MINI MORGUE

With your help, we can reduce gun violence in South Africa

According to the United Nations, South Africa is ranked as the 8th most dangerous country in the world, with firearm-related murders steadily increasing since 2011. The simple truth is, guns are a threat to all of us - at home, at work, and in the streets.

So we at Gun Free SA have developed these post box inserts to educate people about the shocking statistics of gun violence in our society.

**But we need your help to make sure the message is received loud and clear.
Please follow the following 4 simple steps on the back of this leaflet to ensure that
everything is done correctly.**

Thank you. And remember, it is everyone's right, including yours, to live in safe, gun-free communities.



1

CLOSE-UP



2

CLOSE-UP



This is what the insert should look like after successful installation. The campaign idea is that when the post box owner opens their post box, the leaflet should be the first thing they see. The leaflet resembles a morgue fridge; once opened it should appear like you are looking into a morgue fridge with a body inside.

1

STEP 1



Fold the corners of the leaflet (feet side down) as indicated in the illustration above

2

STEP 2



Remove any post from the box, before inserting the leaflet

3

STEP 3



Push the leaflet (text side facing you) into the box until it touches the inside of the door

4

STEP 4



Place the post back into the post box