

AFRICAN NATIONAL CONGRESS

DEPARTMENT OF INFORMATION AND PUBLICITY

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ANC RESPONDS TO SENSATIONAL CITIZEN ARTICLE

An article published by the Citizen on its online platform, creates a false impression that the ANC announced plans to spend R50 million on the local government election campaign. This is a distortion of the comment made by our Head of Elections Comrade Fikile Mbalula on the 702 Radio interview, where we alluded that the ANC relies on donors to fund its election campaign and has no firm budget that is fully funded. This distortion is at best sensational and at worst malicious, and does nothing to enrich public discourse that should inform the choices of the voters.

Election campaigns by their very nature are costly and run into millions. In the light of this, we are hopeful that we will mobilise sufficient resources to mount an effective campaign that enables us to reach every voter. Being mindful of the budget constraints facing the ANC, we are placing heavy reliance on our volunteers to directly undertake many activities that will effectively reduce our costs.

While financial resources are an important element in driving our wall to wall campaign in every locality, the strength of our volunteers will give our campaign the necessary momentum. Our ability to connect with the voters and disseminate a message that resonates with them has never depended on the size of our election budget, but on our ability to make personal contact with them.

END

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