CANADIAN MUSEUM FOR HUMAN RIGHTS
MUSÉE CANADIEN POUR LES DROITS DE LA PERSONNE
MANDELA
Shattered records

• 80% conversion rate
• Public opening largest public event at CMHR since inauguration
• Inspiring visitors of all ages and backgrounds
• Marketing campaign rooted in community and storytelling
David McLeod shared a video.

June 11 at 5:24 PM · 🇨🇦

He was imprisoned for 27 years in an act of defiance against a racist government. Nelson Mandela is celebrated worldwide for his contributions towards human rights. It was an honour to be asked to take part in this short video as part of Mandela: Struggle for Freedom. An exhibit that opened last Thursday at The Canadian Museum for Human Rights in Winnipeg, its showing until early January. "It always seems impossible until it's done." - Mandela knew what freedom truly means.

Canadian Museum for Human Rights
June 1 at 12:28 PM · 🇨🇦

We asked a group of people to spend 27 minutes in a room about the size of Nelson Mandela's cell. 27 minutes for 27 years. This is... Continue Reading
The concept
Questions?