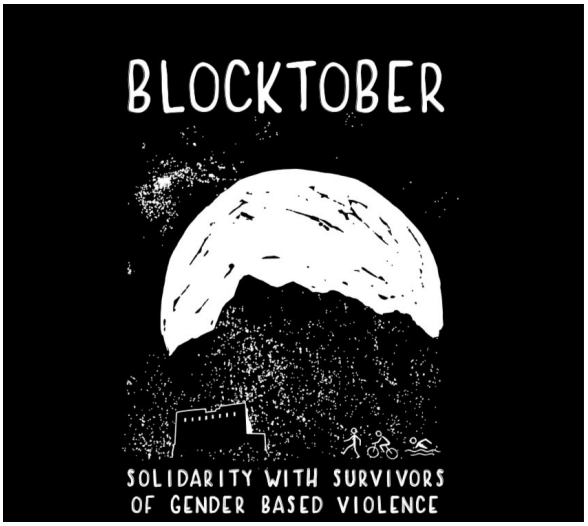

Dear participants, supporters and friends of the Blocktober movement against gender-based violence.

We are delighted to share with you our revised Blocktober logo (given above). The previous version was the joint product of my Covid-era linocut of Devil's Peak as seen from Newlands, the work of designer and fellow cyclist Cally (who later rode her bike all the way from Cape Town to Kilimanjaro to raise GBV awareness and funds for the Saartjie Baartman Centre for Women and Children), and a font specially created for us by Anna. Much has happened since those early days, including the arrival en masse of runners, walkers and swimmers also supporting our movement. The new design and message therefore reflects the wonderful participation of everyone: riders, runners, walkers and swimmers.

Thanks so much to the volunteers who helped us with this new design, in particular Caragh and her colleagues at the Craft and Design Institute (CDI), as well as Blocktober stalwarts Janet, Lala and Dawie (humble apologies to anyone I have missed out). This was truly a team effort – a fitting testimony to the wonderful momentum of our steadily growing movement.

With love and appreciation, Jean du Plessis