

#Neknomination gets family to Vic Falls

The viral #Neknomination, turned into a CSI challenge by South African Brent Lindeque, has a new nomination. Nathania de Kock, #Neknominated Joost van der Westhuizen and her J9 Foundation colleagues in the #J9MomentsOfMagic initiative to give people suffering from Motor Neuron Disease (MND) a 'once in a lifetime' experience.



Joanne and Joost

Stuart MacFarlane had always dreamed of taking his wife and their three small children to see Victoria Falls but he was diagnosed with MND in October 2011 and medical bills quickly absorbed the family finances.

This #Neknomination changes that because The Bead Coalition, creator of the beaded MND bracelet, has just made Stuart's dream a reality, with an all-expenses paid family holiday to Victoria Falls.

Says van der Westhuizen, "I have been a sufferer of MND for 41 months and I have first-hand experience of how this disease changes the way you think and your priorities in life. Family is important; the love of life is invaluable, and the gift is truly in the giving. In the end, memories are all we have."

The Bead Co CEO, Joanne Lapin Thorpe says "Our MND bracelet is a beautiful symbol of support, particularly sentimental to me, inspired by my precious sister, Taryn, who also fights this disease. We are thrilled to sponsor the first #J9MomentsOfMagic campaign and I know Stuart will treasure the memories of Vic Falls."

"We are so grateful to The Bead Coalition for their generous sponsorship," says van der Westhuizen, who has some #Neknominations of his own. He and the J9 Foundation further nominate, Barend van Graan, CEO of the Blue Bulls, Gavin Varejes, CEO of Richmark Holdings and J9 Director, along with fellow trustee and Blink Pictures Director, Odette Schwegler.

#Neknominees have 24 hours to 'make good'.

South Africans can purchase a MND bracelet at R40 at CNA, Foto First, Sneakers, Pick 'n Pay Douglasdale or online at www.thebeadco.co.za.

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