

Energizer collects gifts for children

Children from the Rainbow Children's Village in Westdene, Johannesburg will enjoy an early festive season after Energizer announced the launch of its Energizer Making Smiles Last Longer Campaign in partnership with the Cresta Shopping Centre in Randburg.



© Anatolii - Fotolia.com

Rainbow Children's Village is a non-profit organisation that safeguards and supports abandoned, abused and HIV-positive children between the ages of one and 14 years old. The Children's Village aims to make a positive difference to the children's lives by helping them to become healthy and responsible citizens with a strong sense of dignity and pride.

The youngsters at Rainbow Children's Village will experience the cheer thanks to Energizer and the Cresta Shopping Centre shoppers who will be working hard to collect gifts for at least 19 children to make these children's smiles last longer during the festive season.

Positive impact

"We are privileged to be able to assist Rainbow Children's Village with the amazing work it is doing in our community," says Philisiwe Mtsali, marketing manager at the Cresta Shopping Centre. "We believe that we all have a critical role to play in creating a positive impact and bright future for our children."

Shoppers can collect a gift bag from the Energizer stand that will be located at the Mugg and Bean Court on the Upper Level between Entrances 4 and 12 at the Cresta Shopping Centre from 5-9 December 2013 and are encouraged to fill the bag with the gifts listed on the children's wish list, included in the bag. The team will then host a party for the children at Rainbow Children's Village where these gifts, smiles and the spirit of the festive season will be shared.

"By sharing our positive energy, together we can make the world a better place with brighter smiles," says Rashmi Vadivelu, brand manager at Energizer South Africa.

For more, visit: <https://www.bizcommunity.com>