

Winners of #MySchool20 campaign announced

Marking its 20th anniversary in 2017, MySchool MyVillage MyPlanet launched its social media-driven #MySchool20 campaign. The 20 winning customers and their 20 favourite causes have now been announced.



DJ Fresh at Little Eden Society

The supporters will each receive a R20,000 Woolworths gift card and their nominated schools and charities will each benefit from a R20,000 cash donation.

During the campaign, supporters took to Twitter and Facebook to raise awareness of the schools and organisations they support by starting conversations and talking about the programme and their favourite causes using the hashtag #MySchool20.

Winning causes

Thirteen schools across the country were nominated by the winning customers. DR Joubert Primary, Tuscany Glen Primary, Norma Road Primary, Parkhurst Primary, Sunlands Primary and Oaklands High schools in the Western Cape each received a R20,000 prize, as well as Ganyesa Primary School in the North West, Weltevreden Park Primary, Constantia Kloof Primary and Montrose Primary schools in Gauteng, and Grantleigh, Michaelhouse and Ashram Primary schools in Kwazulu-Natal.

The charitable causes that were nominated included Little Eden Society for the intellectually disabled, the Refilwe Community Project, child-focused causes including Doors of Hope Gauteng and SOS Childrens Home, Sparrow Village for people affected by HIV/AIDS and medical services organisation Operation Smile. Animal protection organisation Cape Town's Lucky Lucy Foundation also received funds.

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