

Time Freight sponsors Parkview Charity Christmas Market

This year marks the seventh annual Parkview Charity Christmas Market, which will be held at George Hay Park in Parkview from 29 November to 1 December 2013. The Charity Christmas Market is the signature fundraiser for the Nicarela Charity, an organisation that raises money through hosting unique events for a series of worthy and wide-ranging beneficiaries.



Since its inception, the Charity Christmas Market has gained a reputation for being unique in its atmosphere, programme and design, and has become a staple of the season. It is renowned for bringing to Johannesburg a sense of festive cheer and captures the essence of Christmas spirit perfectly. The event is wholly supported by sponsors and run by volunteers, and attracts a strong presence from local schools.

The Charity Christmas Market draws visitors from as far afield as Fourways and Edenvale to experience its seasonal magic. Although it is designed as a craft market and hosts a myriad of stalls selling a wide variety of wares, there is much more on offer than shopping alone. In addition, the event programme offers a range of entertainment provided by local bands, singers, dancers, choirs and orchestras, as well as carol singing and a nativity play.

Family attractions

In light of the fact that the Charity Christmas Market particularly attracts families with young children and school groups, entertainment geared specifically towards a younger audience will also be provided. This will include acrobatic displays, magician shows, candle-making workshops, games and fun-fair equipment, all within a secure, child-friendly environment; making it a fun-filled family outing for all.

All profits from the Charity Christmas Market go directly to the Nicarela Charity's chosen beneficiaries. This year, these will include orphanages, homes for the disabled, special needs schools, shelters, and bursaries for pupils from financially disadvantaged local schools. There are no administrative costs deducted from the event's profits, since it is run entirely by volunteers. The costs of the event are wholly supported by its sponsors, an impressive list that includes Time Freight, Gear House, Oaysis and Liberty among others. Time Freight particularly has become a key partner for the Charity Christmas Market, and is proud to continue its tradition of helping the Nicarela Charity help others this year.

As well as contributing time and services to the event, Time Freight have pledged R80,000 towards the running of the Charity Christmas Market this year. In addition, they will be continuing with their contributions of past years, including sponsoring the bags for the event and providing gazebos. Event organiser, Karola McArthur recognises the value of their support, saying that "Time Freight have been supporting the Charity Christmas Market since 2009, and have become integral to the event and its success". Time Freight have a long-standing commitment to contributing to the welfare of local communities, and participating in this event enables them to do just that.

Time Freight's CEO, Etienne van Ravesteyn says "Since 2009 Time Freight has been one of the main sponsors to the Christmas Charity Market. This event held in Parkview Johannesburg is Nicarela Charity's primary source of revenue to support the many charities it takes care of. The Support of this event is one of the many ways in which Time Freight tries to uplift the community and in so doing demonstrates how seriously it takes its social responsibilities."

Time Freight provides a comprehensive road network for rapid collections and deliveries across the country, and has major hubs in all of South Africa's main cities. With approximately 90 depots and agencies nationwide, they are more than equipped to deal with even the most challenging of customer needs.

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