

KZN donates over R600,000 to province's underprivileged children

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During 12 hours of fundraising efforts over R600,000 has been pledged by the people of KwaZulu-Natal, at Toy Story Corporate Challenge Day at Gateway Theatre of Shopping. Celebrities and ECR personalities manned the phone lines as individuals and businesses called to generously pledge money towards East Coast Radio Toy Story, in partnership with Toys R Us and Babies R Us.



East Coast Radio's Managing Director, Boni Mchunu, has thanked KZN for their bigheartedness. "It's incredible to see how our communities have come together to offer the spirit of Ubuntu to such a life-changing initiative. KZN has done us very proud. All the money collected will be directed to the needs at Langalibalele Primary School. The funds will go a long way towards better equipping the school and our hope is to inspire and empower our learners to reach for greatness."

Among the big names who lent their voices to the cause were music artists Holly Rey, Rowlene, Zakes Bantwini, Patricia Lewis and DJ Carly O; actors Raphael Griffiths and Cedric Fourie; Sharks players Jeremy Ward and Phepsi Buthelezi; presenter and media personality Abigail Visagie; as well as former Mrs World, Candice Abrahams, and Former Mrs SA 2nd Princess, Jo-Ann Barnwell; Survivor SA Winner Rob Bentele, The Bachelor SA contestant Michelle Reddy and entertainer Mo Magic.

Music artist Zakes Bantwini said that the day was a true testament of the spirit of Ubuntu that is clear in KZN.

"It was such a pleasure to man the lines and hear people pledge so cheerfully to this incredible cause. Whatever platform we get to make a meaningful change should be a platform well used. Well done, ECR, and well done, KZN," Said Bantwini.

Music sensation Patricia Lewis said that she was thrilled to be a part of the day.

"Toy Story is an annual campaign that touches so many little lives. I am so honoured to have played my part this year," she said.

Marketing Manager of Toys R Us & Babies R Us, Catherine Jacoby, said that she was delighted that the day that has been much anticipated was such a success.

"It has been such a beautiful day. Today has been the cherry on top for a Toy Story campaign that has truly been life-changing. From the OB's, toy collections, hospital visits and now corporate day. WOW! KZN, you have really outdone

yourselves. We at Toys R Us Babies R us are so proud to be a part of a campaign that aims to make a sustainable difference in our province through the upliftment of the school that has been selected and brings joy to so many little faces over the festive season,” said Jacoby.

Thank you, KZN, for opening your hearts to this life-changing campaign and for making wishes come true for disadvantaged little ones across our province.

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