

## East Coast Radio raise R1.6 million for KZN kids

East Coast Radio's Toy Story with Game Corporate Day Challenge took place on 21 November 2014 to raise funds for KZN's disadvantaged children.



ECR presenters Damon Beard and Rory Petzer with the guys from Rubber Duc



East Coast Radio's Toy Story with Game Corporate Day Challenge took place on 21 November 2014



A string of music stars, actors, sport stars and celebrity bloggers joined ECR presenters during the 12 hour live broadcast from the Pavilion Shopping Centre in Durban.



East Coast Breakfast presenter Darren Maule compared notes with Dolphins player, Cameron Delport. There could be "abs-olutely" no comparison!



Miss eThekweni, Lisanne Lazarus, turned up the glam factor when she arrived to help man the pledge lines.



ECR's Jane Linley-Thomas cosies up to Olympic golden boy Chad le Clos



Gangs of Ballet having fun with Zaba and Kevin Minter-Brown during the live Corporate Day broadcast



DJ Tira got into the Toy Story spirit together with ECRpresenters Carol Ralefeta and Zaba



East Coast Breakfast presenter Darren Maule dyed his hair "Eminem blonde" after accepting a challenge from listeners



Lloyd Cele and Mandoza dropped by to help man the pledge lines and encourage listeners to donate



By midday, the team celebrated making a million! But there was more to come...



EThekweni mayor, James Nxumalo, pledged R1,000 from his own pocket and encouraged all of KZN to get involved in this initiative to help the province's most destitute children



Sirshin Moodliar and Jason McCall, the boys from ECR's night-time talk show, Trending Tonight, chipped in to help too



Matthew Mole flew in from Cape Town to be part of the Corporate Day Challenge. He's pictured with ECR's Deon Govender



East Coast Radio's General Manager, Trish Taylor, and Marketing Manager Renee Burton were hands-on during the Challenge



ECR's Jane Linley-Thomas accepted a challenge from a listener to do five push-ups in return for his R15,000 pledge. Ever the sport, she gave him ten!



Damon Beard pops the champagne at 6pm when the pledge lines closed with R1 649,612 in the kitty - the highest amount raised on Corporate Day in the campaign's 14 year history!

A string of celebrities joined ECR presenters at a live 12 hour broadcast at the Pavilion shopping centre. Every cent raised goes towards buying food parcels for KZN's child-headed households to sustain them over the long December school holidays. All new toys donated to the campaign are distributed to every child in a government hospital, crèche, orphanage and children's home.

## " A sea of turquoise and yellow takes over KZN's promenade for the Suncoast East Coast Radio Big Walk 30

May 2024

## " Vic Naidoo bids farewell to East Coast Radio to embark on a new journey 29 Apr 2024

## " East Coast Radio welcomes Mzuvele Mthethwa as new managing director 16 Apr 2024

## " Empowering business minds at the Mancosa East Coast Radio Business Breakfast 12 Apr 2024

## " Walk Your Way at the Suncoast East Coast Radio Big Walk 18 Mar 2024

### East Coast Radio



East Coast Radio is KwaZulu-Natal's number one; for hit music, for inspiring content, for updated information and for making memories. East Coast Radio is a brand as energetic and vibrant as the people from the East Coast of South Africa.

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