

CHOC launches Flip Flop Day

Have a heart and wear a sole! That's the rallying call behind CHOC's new annual event Flip Flop Day, launching 14 February 2020.



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“Flip flops are basically a South African wardrobe pre-requisite. Everyone wears them and everyone loves them,” says Carl Queiros, CEO of CHOC. “The journey that children and teenagers with cancer face is in no way light hearted at all, but creating an annual event like Flip Flop Day that raises money towards childhood cancer awareness is definitely a time to be joyous and needs a fully loaded feel-good factor. We hope to see the public come out in full force, in their flip flops, on 14 February 2020 to show some love for our young ones.”

The campaign is supported by PNA Stationers where the public will be able to purchase their Flip Flop Day sticker. Stickers can also be purchased from a [CHOC regional office](#).

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