

# Winter warmth 2006 wraps KwaZulu-Natal in 40 000 blankets

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Once again East Coast Radio has drawn on its unmatched reach and influence in KwaZulu-Natal to bring warmth to less fortunate communities this winter. The Winter Warmth 2006 campaign provided 40 000 blankets to thousands of people caught unawares in freezing temperatures not experienced in South Africa in over twenty years.



During the three coldest months, the station helped blanket a far wider area, stretching from Umlazi to Umtata, from Hluhluwe to Newcastle and beyond. Distributing 14 000 blankets in 2005, the station set a new target of collecting 20 000 blankets this year. Due to the overwhelming response and generosity of both listeners and sponsors, the station was able to donate 26 000 more blankets for distribution than last year.



Trish Taylor, East Coast Radio CEO believes Winter Warmth is far more than a Corporate Social Investment (CSI) initiative. "We've always believed that we have a responsibility to use our resources for the greater good, for communities in our broadcast region of the whole province of KwaZulu-Natal," she says. "East Coast Radio is in the fortunate position to create the ideal platform for this kind of campaign. We are able to reach millions of listeners, as well as facilitate partnerships and develop long-lasting relationships with sponsors."

Popular East Coast Radio on air DJs like Damon Beard, Trevor Williams, Jane Linley and Mags van der Westhuizen, were on hand at many of the delivery points to hand out blankets and to connect with communities one-on-one. Community involvement and outreach is built into East Coast Radio programming throughout the year. "It's an ongoing commitment," Taylor explains. "Damon's 'The Big Favour'

spot, on Wednesday afternoons during the Rush Hour Ride, has helped out thousands of people in need on a weekly basis."



During the three month Winter Warmth campaign, listeners were able to hear updates, as well as view photographs of the distribution and special events related to the initiative, on East Coast Radio's website.



To maximise the campaign, East Coast Radio initiated exciting challenges in three categories - Corporate, School and Celebrity Challenges. There was also a Winter Jamz, a music bash hosted by East Coast Radio personalities, as well as a Winter Warmth Auction.

"This was a brutally cold winter, leaving thousands of people in need," concludes Taylor. "We sent out the call to our listeners and sponsors - and as always, the call was answered. We're delighted with the response and we hope to build on this success to ensure next winter has a zero chill factor for those in need."

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