

East Coast Radio – lending warmth to winter

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KwaZulu-Natal's top independent radio brand has launched Winter Warmth 2007, a Corporate Social Investment campaign. With more than 1.7 million listeners, unmatched penetration and regional influence, East Coast Radio (ECR) aims to provide thousands of new blankets to less fortunate communities in its broadcast area.



Gift of the Givers (NGO) partners with ECR in the annual campaign, with iTalk Cellular as the official sponsor.

Up from 14 000 blankets distributed in 2005 to 40 000 in 2006, the campaign shows increasing success year on year. The numbers reflect the radio brand's engagement with its core upper income-earning market in the province, as East Coasters open their hearts to communities in need.

"The response from our listeners has shaped this campaign into a true success story," says Trish Taylor, CEO of ECR. "Not only do our listeners take ownership of the station, they commit themselves to the station's community initiatives.

"With increased donations, we're able to make an even greater impact on the poorest of the poor. The call to action has launched on air, but we urge Corporates to take social responsibility seriously and donate funds to help us purchase more blankets."

Other facilitators of Winter Warmth include Rotary, Durban Deliveries and Red Cross Air Mercy Services.

For more information, please visit www.ecr.co.za

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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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