

Bata South Africa supports East Coast Radio's Keep a Child Warm campaign

Issued by [Bata](#)

2 Aug 2023

With large parts of the country under the cold grip of winter, Bata South Africa rallied to the call to donate shoes and clothes to keep children warm.



Bata South Africa, pictured with the team from East Coast Radio, donated 300 pairs of new school shoes to the radio station's Keep a Child Warm campaign, that aims to see deserving children receive new school shoes and jerseys over winter.

The initiative, driven by KZN's popular radio station, East Coast Radio, aimed to keep children warm in winter with new school shoes and jerseys.

Bata South Africa donated 300 pairs of shoes towards the campaign.

Nombuso Ncapai, marketing manager at Bata South Africa, said: "Children are especially important to Bata and we believe that every child should have a quality pair of school shoes to help them in their educational journey. This fantastic initiative by East Coast Radio is perfectly aligned with our Bata Children's Programme, which strives to ensure that every child is provided with opportunities to help them reach their full potential. This is even more important in winter, when we need good shoes to protect us and keep our feet warm. We were extremely happy to help East Coast Radio and donate shoes towards their campaign."

The campaign was run in partnership with Imbalilanga Foundation who work with underprivileged schools across KZN.

"Bubblegummers AW24 Collection: Lead the Way through every stage of childhood" 22 Apr 2024

"Toughees spreads kindness: 70 acts for 70 years" 27 Mar 2024

"Tomy Takkies debuts at selected Miladys' stores nationwide this March" 25 Mar 2024

"The lighthouse that is diversity, equity and inclusion" 7 Mar 2024

"Win a share of R200,000 in school fees with Bata Toughees" 4 Jan 2024

[Bata](#)



Since 1894, The Bata Group remains one of the world's leading manufacturers and retailers of quality footwear. Bata South Africa represents one of 70 countries worldwide with a Bata presence.

[Profile](#) | [News](#) | [Contact](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>