

Toy Story campaign 2008 draws to a successful close

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East Coast Radio's Toy Story 2008 campaign has come to a successful close after nine weeks of collecting toys and cash for less fortunate children in the KZN province.

Despite the hard economic recession faced by citizens, the campaign managed to raise just over R1 million in cash. Every cent has been used to purchase food parcels and 65 000 brand new toys have been distributed to thousands of unprivileged children.

The food parcels, valued at R300 each, were supplied by Spar and have been distributed to child-headed/care-giver households in the region, with a focus on those affected with HIV/Aids. All the contents of the parcels have been approved by Spar's Group Nutrition Specialist. They have been especially designed to sustain a family of between four and six for approximately six weeks. Food items like maize, which provide a staple diet and pilchards, which are high in Omega 3 and recommended to HIV/Aids patients, are included in the parcels. Other items in the parcels are sugar beans, morvite, soup beef, samp, soya items, peanut butter, rice, oil, milk powder, sugar, salt and tea bags.

"The kindness and open-heartedness of East coasters is what made this campaign the huge success it is and East Coast Radio is very grateful for this overwhelming response. Toy Story is the perfect vehicle as we provide the opportunity for listeners to donate safely, confident that 100% of their donation is used for food parcels," said Nazarene Khan, East Coast Radio's Marketing Manager.

A huge thanks goes to our sponsors OUTsurance and Spar, and our facilitators, Rotary, Durban Deliveries, Red Cross Air Mercy Services and UTi Sun Couriers.

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