

Toy Story Business Challenge - a huge success!

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A whopping **R516 000** was raised at East Coast Radio's Toy Story Business Challenge at Suncoast Casino & Entertainment World on 17 November 2009, and if that's not proof enough that 'every bit helps' then the bigheartedness of east coasters and the fact that so many celebrities showed their support, including international superstar Chris de Burgh, must certainly be.

A multitude of local personalities volunteered their time too, answering the calls that came in through the pledge line. Throughout the day, some of our famous faces helped raise the bar, by encouraging their personal friends and sponsors to contribute to the campaign. Idols winner Jason Hartman, John Ellis of Tree 63, rugby legends AJ Venter and Mark Andrews, fitness instructor Lisa Raleigh, and TV personality Marius Roberts amongst a host of others together with East Coast Radio personalities all lent a hand to making the day the success that it was. International star Chris de Burgh added to the hype of the day as he answered a few calls too.

Local businesses were extremely generous during this difficult economic climate and showed their support to Toy Story 2009, which is sponsored by OUTsurance, the entire day, from 6am until 6pm, with the pledge line ringing continuously. Donations came in various forms all day, with little children donating their pocket money to grannies dropping off their spare change - all of which added up to a phenomenal figure at the days' end.

Thank you for opening your hearts and helping to make a difference in someone's life. A huge thank you to all involved for your assistance, time and money.

Toy Story 2009 with OUTsurance, runs until 17 December, so there is still time to do your bit with Durban's No1 Hit Music Station - East Coast Radio.

Donations can be made to:

- East Coast Radio Charitable Association
Bank: First National Bank Commercial
Branch: Gateway
Branch number: 25 01 08
Account number: 622 224 283 37
Reference: Your name
- New toys can be dropped off at Pick 'n Pay stores throughout KZN, Durban Deliveries and at East Coast Radio.

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East Coast Radio



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