

Your toy will make a difference

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Toys do amazing things. Remember your childhood? They were the friends you cuddled up to when you had nightmares or sipped tea with in the garden. They gave you hours of joy, comfort and friendship. There are thousands of kids in our province who don't have any toys at all and you can help change that!



Join East Coast Radio as we prepare to launch Toy Story 2010 - a massive collection drive that rallies the support of east coasters to get involved by giving toys and cash to bring that festive sparkle into the lives of those children across our province living a life affected by the deadly HIV/Aids pandemic.

The toys you help collect will be donated to children in government hospitals, crèches, orphanages and child-headed households throughout KwaZulu-Natal. Many kids have been hospitalized for months, without any reprieve from their grim situations or a visit from a familiar face. For most, this toy will be the first brand new thing they have ever received.

During the school terms, underprivileged children are given a meal at their school's soup kitchens and lunch clubs. Over the six long weeks during the December holidays, they don't receive any meals. All the money raised during Toy Story is used to buy food parcels that are distributed to child headed households to help fill the gap. The food parcels, valued at R350 each, have been especially designed to sustain a family of between four and six for approximately five weeks. Food items such as maize, providing a staple diet and pilchards, high in Omega 3 and recommended for HIV/Aids patients, are included in the parcels.

For the first time Toy Story beneficiaries will receive a seed pack filled with a mixture of vegetable seeds. Beneficiaries will be encouraged to grow and maintain veggie patches where they can harvest fresh homegrown produce and turn these into sustainable meals.

Once again, East Coast Radio will host the Toy Story Business Day Challenge. It is dedicated to local corporates wanting to make a contribution to the campaign. From 6am to 6pm on the day, we will open the phone lines where you can call through and pledge your support by making a donation. You could be chatting to one of the many talented celebrities who have volunteered their time to work on the pledge lines.

As always, local schools are invited to take up the challenge and join the schools competition by collecting as many toys as possible. There are great prizes up for grabs for the winning school and class that collects the most number of toys. Get your children involved and foster a caring and giving generation.

Make a donation and be part of a project that makes a difference.

Donations can be made to:

- East Coast Radio Toy Story 2010
Bank: First National Bank Commercial
Branch: Gateway
Branch number: 25 01 08
Account number: 622 224 283 37
Reference: Your name
- Online donations: www.ecr.co.za

- New toys can be dropped off at Pick n Pay, Durban Deliveries and at East Coast Radio.

For more information visit www.ecr.co.za

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