

The Breakfast Special delivers a first

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Armed only with one blanket, presenters Andre Kunz and Anna Visser braved the bitterly cold weather of 0.5°C and successfully staged OFM's very first mobile radio broadcast on the back of a trailer driven around Bloemfontein.



From 6am until 9am they collected blankets from, amongst others, the Imperial GM and Human Auto vehicle dealerships in Bloemfontein. Asked about this campaign, Kunz said: "As Central South Africa's leading breakfast show it is imperative that we connect with our audience and we do so by putting all our muscle behind community initiatives that make a difference in our community".

"Brrr, I am freezing! It prides me to be leading a campaign such as the Winter Warm Up with PEP, Vodacom and OFM, it is very close to my heart and I hope that our efforts this morning will make a difference to the lives of many amongst us who are going without warmth this winter," said Visser.

The Winter Warm Up with PEP, Vodacom and OFM is currently in its sixth year. The campaign aims to collect as many as 20,000 blankets for redistribution to the less fortunate in Central South Africa. In 2012 the campaign collected 18,000 blankets.

OFM was at PEP at the Southern Center in Bloemfontein and Wilkoppies Mall in Klerksdorp on Saturday, 15 June, from 9am until 1pm to connect with the community and encourage them to donate more blankets towards this cause.

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OFM Radio



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