

Algoa FM spreads 67 minutes for Mandela Day across the broadcast area

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Algoa FM presenters will each be championing the needs of their chosen charities for this year's 67 minutes campaign on Mandela Day on Thursday, 18 July.



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Each presenter has selected a charity in the broadcast area, and has worked with the charity to identify specific needs. The charities are all situated within the Algoa FM broadcast footprint, which stretches from the Garden Route to the Wild Coast and inland to the borders of the Eastern Cape.

"This approach to Mandela Day is quite special, because each presenter has chosen a charity that appeals to them personally. They have used their own resources and contacts to make a special contribution to their selected beneficiary", says Operations Director for Algoa FM, Alfie Jay.

"Last year we chose one beneficiary, the Ekuphumleni Old Age Home in Zwide, and the entire station supported this beneficiary as one big team. This year presenters are informing listeners of what they are doing and inviting listeners to help with their beneficiary if they have not yet selected one for Mandela Day", says Marketing Manager of Algoa FM, Toinette Koumpan.

"This means that a total of 12 charities will receive support on Mandela Day from Algoa FM. These beneficiaries will receive immense exposure as the presenters are punting their beneficiary on-air and leading them to our website where listeners will be able to find out exactly who that beneficiary is; what their needs are and how they can help. We believe with the presenters endorsing these beneficiaries, the beneficiaries will benefit from Mandela Day for a long time to come," says Koumpan.

The Daron Mann Breakfast team has decided to host a party for six children to help dreams come true through Reach for a Dream.

Briony Sparg and her team from Aurora Care are providing meals, clothing, blankets, and toys to Haasdas Day Care Centre in Algoa Park. Aurora will also make the services of their physiotherapist available where she will be providing training to the moms of the children affected by disabilities.

Other beneficiaries include Healing Hands, Community Chest, Ikamva Early Childhood Development Centre in Walmer Township, Bethel Safe House, Storehouse Thursday Night Soup Kitchen, Sunshine Place Children's Home (Part of East London Child Welfare), The POPS Foundation (People Opposing Poverty in Society), and the At Peace Hospice in Mossel Bay. For more information please visit www.algoafm.co.za.

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Algoa FM



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