

## 'Slipper Day' a success thanks to SA support

Reach For A Dream held their annual Reach For Your Slippers campaign also known as "Slipper Day" on 1 August 2014. The campaign called on all South Africans to "reach for their slippers", and to wear them to work or school to help a child fight a life-threatening illness.



Mervyn Serebro (Chair of RFAD);  
Bronwyn Feldwick-Davis; Karabo  
Morudu

South African's were asked to purchase a "Slipper Sticker" for only R10 at any Wimpy outlet for the "right" to wear slippers on 1 August 2014. Customers who visited Wimpy outlets on the day wearing their slippers and "Slipper Day" sticker received a free Wimpy coffee as a thank you for supporting the Reach For A Dream initiative.

With the support from Wimpy customers, Wimpy managed to raise R1,157,733.00 and an official cheque handover was held at Wimpy Fourways Mall on the 12 September 2014 to Reach For A Dream.

"Wimpy is proud to have been part of this wonderful campaign. "Slipper Day" was a huge success and we need to say a huge thank you to South African's for coming out in their numbers and buying stickers to support this initiative. The success of this campaign means that many of the "Dream Children" will have their dreams made a reality," says Karabo Morudu, Wimpy Brand Manager.

Reach For A Dream is a non-profit organisation; therefore, all funds and proceeds raised through this campaign will help the foundation and put a smile on the faces of many seriously ill South African children.

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