

Miladys campaign raises funds for children's village

As part of Women's month, Miladys ran a store window campaign, BeYOUtiful, where customers could add the names of their friends. Those who could not get to a store could also participate online.



Philippa Feher, MILADYS Marketing Manager, hands over a cheque to LIV Village Co-founder, Joan Smith.

From the number of names, the retail group pledged R1.00 to the Lungisisa Indlela Village (LIV Village), which places orphaned and vulnerable children into a family environment, headed by a foster mother to love them and meet their nutritional, educational, medical and spiritual needs.

The campaign received 48,926 friendship wall entries and Miladys rounded this figure off and donated R50,000 to the LIV Village.

"We were blown away by the success of our campaign and would like to thank everyone for nominating a beautiful woman and helping us to build such striking friendship windows in all our stores nationally. This interactive campaign enabled us to donate to the LIV Village on behalf of all these special women - a symbol of the powerful community that women share," says Chantal Mainstone, Miladys Brand Manager.

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