

East Coast Radio listeners pledge more than R1.2m for underprivileged children

Issued by [East Coast Radio](#)

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East Coast Radio rallied businesses and residents across KwaZulu-Natal on Friday, 20 November 2015, raising R1,244,712 for its longstanding CSI initiative. Every cent of the money raised for East Coast Radio's Toy Story with Game will be used to purchase food parcels for underprivileged children in the province, in particular child-headed households.



The campaign's Corporate Day challenge, which rolled out at the Pavilion Shopping Centre from 6am to 6pm, attracted entertainment stars and sports personalities from around the country including AKA, Gangs of Ballet, Majozi, Veranda Panda, Lloyd Cele, Sketchy Bongo, Kyle Deutsch, actor Thato Molamu, Masterchef winner Roxi Wardman, eThekweni Municipality speaker Logie Naidoo and players from The Cell C Sharks, Amazulu and the Sunfoil Dolphins.

Now in its 15th year, East Coast Radio's Toy Story with Game is aimed at giving a new toy to every child in a KZN government hospital, crèche and children's home. The campaign also provides food parcels for underprivileged children. Every cent of the money raised is being used to

buy food parcels for underprivileged children in the province, in particular child-headed households. Each food parcel is valued at R350 and contains items that can feed a family of four to six for up to six weeks. This ensures the children do not go hungry over the long end-of-year school holidays.

"Thank you KZN for generously answering our call for help," says East Coast Radio's General Manager, Boni Mchunu. "You have made it possible for us to spread joy to some of our province's most destitute children."

If you missed the chance to pledge during Corporate Day, there is still time to make a contribution. East Coast Radio's Toy Story with Game wraps up on 15 December 2015. Details are available on www.ecr.co.za.

East Coast Radio's Toy Story with Game initiative was nominated for Best Multi-Channel Promotion award at the 2015 MTN Radio Awards; and was named the best Community Project at the MTN Radio Awards in 2012.

[View the full gallery here.](#)

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East Coast Radio



East Coast Radio is KwaZulu-Natal's number one; for hit music, for inspiring content, for updated information and for making memories. East Coast Radio is a brand as energetic and vibrant as the people from the East Coast of South Africa.

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