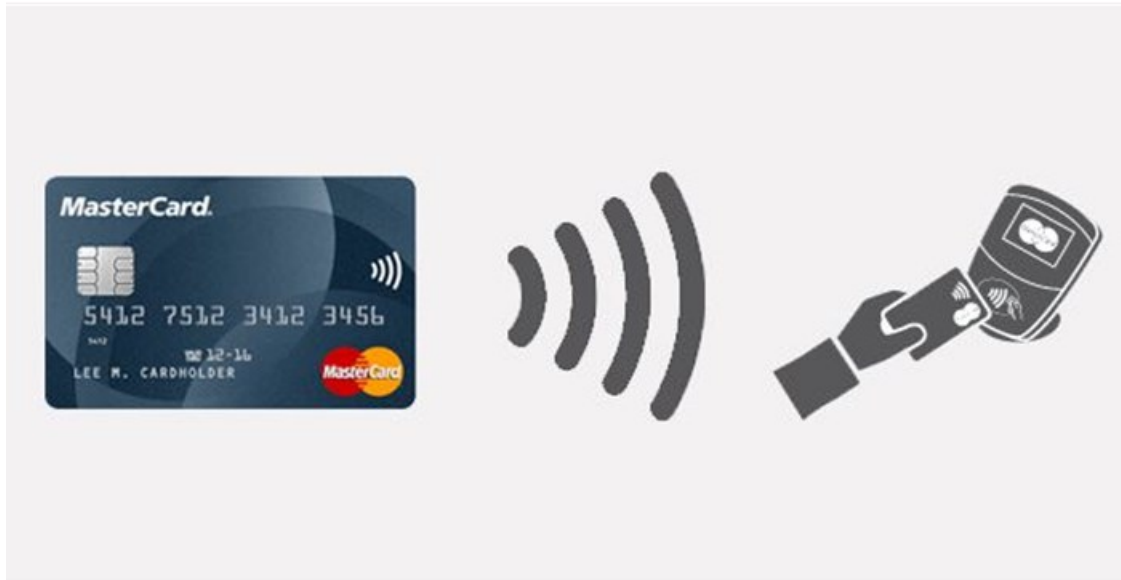


Mastercard, Pick n Pay launch Tap to Feed initiative

Mastercard, with Pick n Pay and FoodForward SA, has committed to donating 1.2-million meals to South Africans in need through an initiative called Tap to Feed. The initiative forms part of its global 100 Million Meals programme.



“Continuing our shared vision, we are combining our expertise in technology and digital innovation with that of our partners. In South Africa, we are collaborating with Pick n Pay and FoodForward SA, one of Pick n Pay’s key CSR partners providing vital food assistance to vulnerable communities,” says Mark Elliott, division president, Mastercard South Africa.

Between 7 May and 20 July 2018, every time a consumer makes a purchase at Pick n Pay with the ‘Tap & Go’ contactless payment option, Mastercard will automatically donate a meal.

Distribution by FoodForward SA

The donated meals will be distributed by FoodForward SA to vulnerable women and children through its network of non-profit organisations. Mastercard employees have committed to volunteering at the FoodForward SA Mandela Day Food Drive packing events in Johannesburg and Cape Town on 18 July.

Andy Du Plessis, managing director at FoodForward SA, says this initiative is an exciting project to be part of. “It is always encouraging and heartwarming to see so many people, companies and suppliers come together and support the important work that FoodForward SA does. We appeal to all South Africans to once again support this initiative and help us not only

exceed the 520,000 meals supplied last year, but provide much-needed food supplies to those who are most in need.”

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