

Twinsaver, TuGo partner for toy drive

From April to September 2013, Twinsaver Luxury will be collaborating with TuGo with a nationwide campaign that includes an in-store promotion at major retailers. TuGo Free-Play is a stand-alone construction set that encourages children to explore their imaginations by piecing together waste products such as cores, cling wrap and foil, to create a masterpiece. The campaign aims to raise awareness about these educational toys, recycling and raise funds for a charitable cause, Cotlands.

In 2007, CEO of TuGo Abel Chetty's son was diagnosed with Attention Deficit Disorder (ADD). ADD inhibits a child from concentrating for long periods of time, which proves to be challenging in classroom environments. Coupled with his wife, he decided to put in place a strategy to help their son overcome some of the challenges associated with the condition. The result was the creation of an educational toy set. TuGo sets can be purchased at CNA stores nationwide.

Each pack of Twinsaver Luxury bought allows consumers to SMS a unique code to a number provided on the pack as an entry into a competition. Parents must look out for the coloured cores! For every SMS entry received, Nampak will donate TuGo blocks to Cotlands for its Toy Library. There are also educational prizes, such as a R50,000 bursary monthly, various TuGo products and an educational family trip to the UK.

Hugh Wilson, commercial manager of Twinsaver Luxury says, "We believe this campaign can make a difference in the lives of the less fortunate, as education is the cornerstone of making this country great. Being a proudly South African brand we feel it's time to give back and help make the difference."

To assist with a monetary donation, SMS COTLANDS to 38810. SMS charged at R10, proceeds will go to Cotlands.

For more, visit: <https://www.bizcommunity.com>