

Midmar Mile offers opportunity for cancer awareness sponsors

The annual endurance swim, the aQuelle Midmar Mile, will offer PinkDrive and its newly launched male campaign MBTM (More Balls Than Most) a platform to raise funds for cancer awareness projects.



Being held on 9-10 February 2013, this 40th anniversary of the race, PinkDrive is calling on swimmers to swim for a cause and raise funds.

South African celebrities Catherine Grenfall - 5fm DJ and Abi Ray - ECR DJ - are amongst its supporters. Also raising funds is 'The 8-Mile Charity Club', which started in 2001. The quest is to swim in all eight mile events over two days. There are 24 swimmers, which includes Olympians Mandy Loots and Melissa Corfe and Samantha Gunther who are all swimming the 8 mile for PinkDrive. They will each have to raise R10,000 or more. One of these swimmers Samantha Hillier has already raised over R30,000.

"We are really excited to have PinkDrive as a beneficiary at the race and we support this initiative and look forward to a long term relationship with one of South Africa's best loved community initiatives," says Wayne Riddin, race director.

PinkDrive sponsors

The event receives sponsorship from the following:

- Bidvest (covering costs for PinkDrive team, prizes for all swimmers)
- Budget Car Rentals (transport for PinkDrive team)
- Dis-Chem Foundation (prizes for the top three swimmers and for the 24 swimmers)
- Jenna Clifford (prizes for all 24 swimmers)
- Kumala Wines (cocktails at Fashion show)
- Biogen (product for goody bags of all PinkDrive swimmers)
- Pick n Pay (providing the food and refreshments for the 24 swimmers)
- Protea Hotel (accommodation for the PinkDrive team and sponsored hotel accommodation for the top swimmer)
- Mangwanani Spa, (massage therapists)

"We trust the awareness that we will help to bring to aQuelle Midmar Mile will be a 'positive stroke' for them, as well as all those individuals who have been touched by cancer. I have faith in this campaign because I believe in the goodness of humanity. We already experience it every day. We realise that many people give so much, all we ask is that you sacrifice just R300 and share this appeal," says Noelene Kotschan, founder and CEO of PinkDrive.

PBO community outreach

Fast becoming one of South Africa's best-loved community activations, PinkDrive (also an official beneficiary from Comrades) is an indispensable, tangible breast cancer Public Benefit Organisation (PBO) powering a mobile mammography unit and educational vehicles through South Africa, with the message 'Early Detection Saves Lives'.

PinkDrive currently runs two 'Pink' mobile breast check units, as well as three educational cars. Both units travel to semi-

urban and urban areas around South Africa with the aim of enabling any community to have accessible education, physical examinations and to learn breast self-examination. Through the goodwill of many citizens that are more fortunate and willing corporate businesses, it in turn is helping government to touch as many citizens as it can. The mobile screening unit was successfully launched in the Western Cape in 2011 and operates through local clinics, community health centres and hospitals. To date, the organisation has provided 4,440 free mammograms, done 41,360 clinical breast examinations in community areas, 51,205 educated and 45,000 distributed educational materials. It has a targeted approach when addressing social needs. The projects it is involved in are participatory, build capacity, are sustainable and have measurable impact.

Register for swim

Go to www.pinkdrive.co.za and register to swim for PinkDrive - entrants will receive a Pink Costume, towel, wet pack and more for only R300 donation. Entrants must take note that they still need to register on the aQuelle Midmar Mile website www.midmarmile.co.za.

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