

'Share the care' raises R650 000



This year's 'Share the care' campaign from mothers purchasing Elizabeth Anne's and Purity brands purchased between July and October 2011 has raised R650 000 for the Avril Elizabeth Home and its 170 residents. This is the 19th year that Tiger Brands has been caring for the home's residents and it has raised just over R5.3 million for the home.

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