

Eat fish and help the Red Cross children's hospital

'Kids for Kids', a Sea Harvest initiative, in partnership with The Children's Hospital Trust, the Fundraising Arm of the Red Cross War Memorial Children's Hospital, is running a fundraising campaign from November 2010 to January 2011.



Baby Asive and mom share a moment with Annie (Julia Holzberg) and Felix Ratheb, Sales and Marketing Director of Sea Harvest at the Red Cross War Memorial Children's Hospital.

The aim of the campaign is to raise R250 000 to donate to the much needed creation of a Surgical Skills Centre at the Red Cross War Memorial Children's Hospital.

During this time Sea Harvest will donate 10c from the sale of every box of Sea Harvest Fish Fingers, Fish Burgers, Fish Cakes, Oven Crisp and all other coated products sold nationwide to the hospital.

Kids meet Orphan Annie

The company kicked off its campaign by making National Children's Day a memorable and special occasion for the young patients of the hospital by bringing the world's most famous orphan, Annie, to them for a guest performance. Whilst kids, parents and nurses watched Annie perform her hit from the musical, *Tomorrow*, celebrity chef, Jenny Morris dished out company treats and cupcakes to the young audience.

"The Trust is delighted to be a part of the fundraising campaign. This wonderful promotion will not only inspire kids to eat good food that they love, but they will be helping sick children treated at the hospital continue to get the very best medical care," says Philippa Douglas, fundraising manager at the Children's Hospital Trust.

For more information go to www.seaharvest.co.za or www.childrenshospitaltrust.org.za.

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