

# Radebe, Kallis new voices for Hospice

In a drive to increase public awareness and change the perceptions of Hospice from “death and dying” to “quality of life”, a sponsored media campaign called “Have you been touched by Hospice?” has been staged, leading up to World Hospice and Palliative Care Day on Saturday, 10 October 2009.

“A brand is a perception in the hearts and minds of people, an emotional relationship, and brand ambassadors need to understand the ethos and purpose of an organisation, they have to be genuine and sincere and really believe in the work that they do. When we looked to appoint “voices” for Hospice, soccer icon Lucas Radebe and Jacques Kallis, international cricketing hero, provided the perfect choice”, says Jenny Handley, brand strategist and campaign organiser.

Lucas Radebe and Jacques Kallis were secured to become brand ambassadors for the organisation, the official voices for Hospice. Their sporting prowess and healthy personas signify “quality of life”, and their international profiles will assist Hospice in gaining positive attention from the public so that they can then convey their message. A large part of hospice care is for the family, and they have a sincere understanding of this value and support. Both sportsmen have been touched by Hospice. Lucas lost his father to cancer, and last year, his wife and mother of their two children (Lucas Hugo, aged 10 and Owami, aged 5) died in the care of Hospice on 11 October 2008. Jacques and his sister, Janine Kallis, also lost their dad to cancer, and experienced hospice care.

## Media support:

etv's sunrise has produced a 30 second television advertisement and will be airing it, with DSTV also airing the advertisement on all South African channels.

Jacques Kallis visited Primedia's Cape Town studios to record a 30 second radio advertisement for them to produce and air.

In addition Tandym Print sponsored the printing of 1000 posters for member Hospices. Independent Newspapers, Cape Media, RiskSA magazine, MediClinic's Gesundheit, The Waiting Room and Fin Week will run the print advertisements.

Grapevine is sponsoring the running of the “Virtual Voice” sms campaign so that people, who would like to voice their support of this cause, can send a donation by sms.

Other sponsors include adidas, Barbara Lellyett design, Jac de Villiers photography and Gallo Images.

## Discovering your Voice

World Hospice and Palliative Care Day will be celebrated in more than 70 countries worldwide on Saturday, 10 October, the theme being "Discovering your Voice".

Lucas plans to visit his local hospice on Saturday, 10 October to commemorate the life of his beloved wife, and to show his gratitude.

To support the cause, sms "hospice" to 40772 (cost of sms R20), and win a Bafana Bafana jersey signed by Lucas Radebe.

For further information, contact Wanika Rusthoi on +27 (0) 21 686 0287, email or go to [www.hospicepalliativecaresa.co.za](http://www.hospicepalliativecaresa.co.za).

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