

Soup campaign proves successful

Throughout May and June 2011, Denny donated to FoodBank South Africa, 50c worth of soup for every can of soup sold in its Soup2Give campaign, which accumulated in R200 000 worth of soup donated to more than 1000 NGOs countrywide.



Christopher Mlaga along Ron Hoskin (MD of Dining In) and Mary-Ann Parr (Executive from FoodBank SA) joining in the celebrations on National Soup Day where the first batch of Denny Soups was donated to FoodBank SA.

During the campaign, South Africa celebrated the first ever National Soup Day on 26 May 2011. The day aimed to mobilise South Africans to enjoy a bowl of soup and to come together and spare a thought for the millions of hungry people in the country.

FoodBank has a vision of 'A South Africa without hunger and malnutrition' and achieves this through its plan to feed people from food banks, operating food rescue and food procurement programmes in urban areas and in rural areas, to eliminate hunger and create jobs by making small farming viable.

For more information on National Soup Day, go to www.nationalsoupday.co.za. For more information on FoodBank, go to www.foodbank.org.za.

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