

PnP holds another "Day for Madiba"

To commemorate the anniversary of Nelson Mandela's passing, Pick n Pay will once again hold a "Day for Madiba" in its stores on 14 December, with that day's profits going to the Nelson Mandela's Children's Hospital Trust (NMCHT).

Announcing the second Pick n Pay Day for Madiba, CEO Richard Brasher said: "15 December 2013 will forever be remembered as the day that Mr Mandela was laid to rest. Across South Africa and the wider world people paid their respects, reflected on Mr Mandela's enormous contribution, and found different ways to contribute to his enduring legacy.

"At Pick n Pay, we honoured Mr Mandela's legacy by dedicating 15 December 2013 as a Day for Madiba in our stores. We were truly humbled by the amazing response from our staff and our customers. As a result of our promise, Pick n Pay donated R5 million to worthy causes - considerably in excess of our profits from the day.

"As we approach the first anniversary of Mr Mandela's passing, we wanted to give our customers and staff the same opportunity again to join us in commemorating Madiba's life and contributing to his legacy.

"I am therefore delighted to announce that we will dedicate Sunday, 14 December 2014 in our stores as our second Day for Madiba. Customers can shop with us on that day knowing that once again all profits from the day's trading will go to a fantastic cause, the NMCHT - helping build an institution which perfectly represents the legacy of love that Nelson Mandela left behind.



"Our staff are really excited to have this new opportunity to celebrate the life of Madiba with our customers in a way that will benefit people in need and our customers can rest assured that every purchase will go towards helping a really good cause".

Sibongile Mkhabela, CEO of Nelson Mandela Children's Fund said, "Both Nelson Mandela Children's Fund and its flagship project, Nelson Mandela Children's Hospital which is Madiba's last wish, are grateful for the contribution received earlier this year. Thus far, R580 million has been raised against the target of R1 billion. It is with the support of the likes of Pick n Pay

that the construction of the Hospital started in April 2014. The Trust looks forward for more contributions to meet the needed balance and keep the legacy of Madiba alive. It is hoped that the Hospital will open its doors in 2016."

To donate, please SMS "Gift" to 40301 (SMS costs R20; T&Cs apply).

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