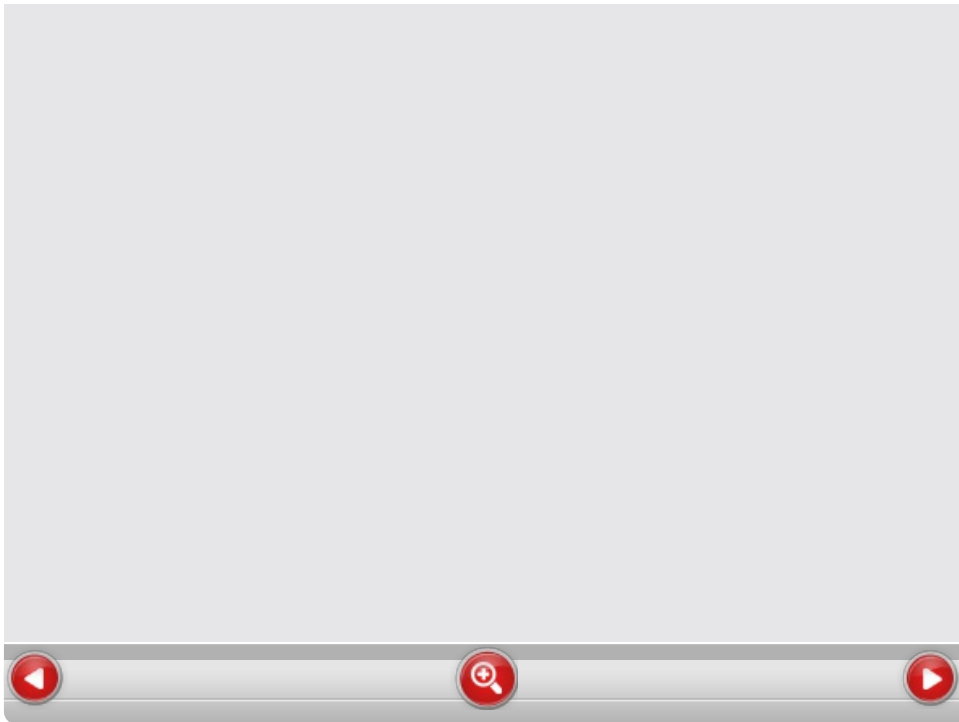


# KZN raises more than R1m for the province's most destitute children

Issued by [East Coast Radio](#)

5 Dec 2016

Music and sport stars lent a helping hand at East Coast Radio's Toy Story with Game Corporate Day Challenge but the people of KwaZulu-Natal were the true heroes, pledging R1,056,816 to help the province's most destitute children.



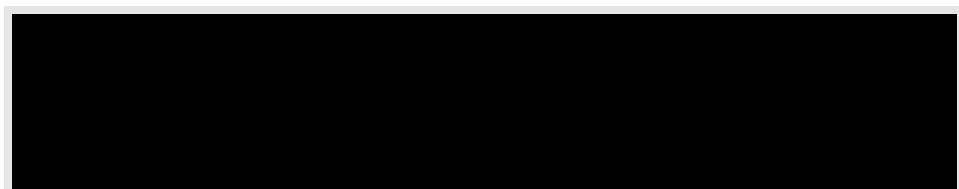
The money was raised during a special 6am to 6pm live station broadcast and telethon from the Pavilion Shopping Centre on 2 December 2016. Businesses of all sizes and from all over KZN joined residents in pledging support for the annual CSI initiative. Pledges and challenges were read out on-air.

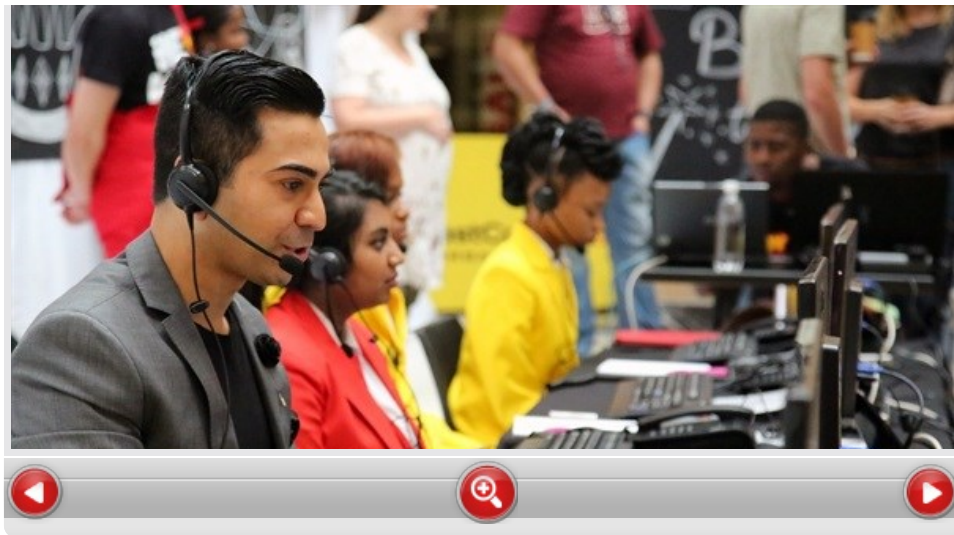
Uzalo's Khaya Dladla, former Idols winner, Khaya Mthethwa, Amazulu players, Logie Naidoo, Mo Magic, comedian Carvin Goldstone, Dolphins players and Man International Models joined East Coast Radio presenters in manning the phone lines.

Every cent raised will support Game's Amalunchbox initiative, which creates sustainable school lunches for under-nourished children across our province. Hungry children cannot concentrate on schoolwork so the Amalunchbox project provides disadvantaged schools with the facilities so they can prepare nutritious meals in hygienic conditions.

Darren Maule and the East Coast Breakfast team kicked off the challenge at 6am. The day saw a steady stream of KZN businesses and residents of all ages doing their bit for the province's disadvantaged children. At 6pm, Zaba and the East Coast Drive team popped the champagne, celebrating the final pledge amount of R1,056,816.

Thank you KwaZulu-Natal for helping us make a difference in the lives of our province's most needy little ones.





Images: Abhi Indarajan

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