

Trading Up campaign finalises with R6550 donation



The community station, MFM 92.6, concluded its 'Trading Up' campaign by raising R6550 for the Animal Welfare Society Stellenbosch (AWSS).

Initiated by show hosts Ella van Heerden and Eduard De Kock, the campaign involved a branded coffee mug, which the presenters sought to trade up to members of the public for an item of higher value every Friday on the show.

The goal was to end up with a product of sufficient value to put up for auction, with all proceeds from the final sale going to the AWSS. Between 13 September and 8 November, seven trades took place on air, with the show ending up with a Bladez Jet 125cc scooter valued at R9000, courtesy of Marlee du Preez and the team at Mad Mac's Motorcycles in Somerset West.

The online auction for the scooter concluded, with Danel Rossouw as the highest bidder.

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