

# Media24 supports Drought Disaster Fund

The Media24 group has announced its support of the Drought Disaster Fund, fitting with South Africa currently facing the most severe drought in almost half a century.



You can also help, as Media24 has appealed to its loyal readers, advertisers and partners, to support the Drought Disaster Fund, currently administered by AgriSA and supported by Senwes.

Publications like *Landbouweekblad*, *YOU*, *Huisgenoot*, *DRUM*, *Kuier*, *Move!* and several of the group's leading newspapers will be running campaigns continuously to drive support for the relief effort.

Anticipated impact of the drought includes sky-rocketing food prices, a surge in unemployment, bankruptcies amongst farmers, a flood of urbanisation and possible food and water shortages.

## Basic food

The main problems stem from lack of affordability and availability of basic food. To support the campaign, SMS 42030 to donate R30 or visit <http://www.droogterampfonds.co.za/> to make a larger contribution.

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