

# Hot 91.9FM celebrates its 6th birthday by raising over R6m!

Issued by [HOT 102.7FM](#)

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Leading Johannesburg radio station, Hot 91.9FM, raised the bar by racking up a staggering R6.113m in donations for the Hot Cares initiative at their annual 12-hour birthday Teddython fundraiser, held this year at Papachinos in Broadacres.



“In a year in which the Covid-19 pandemic has placed unprecedented financial strain on individuals and companies, the donations total came as a huge surprise and showed that Johannesburg is not only the City of Gold, but that Joburgers have hearts of gold,” said Lloyd Madurai, Hot 91.9 FM managing director.

Due to the financial impact of the pandemic and the lockdown, Hot Cares, a registered public benefit organisation and the community initiative of Hot 91.9FM, has been overwhelmed by requests for assistance within the broader community. The need for community support has never been greater and Hot Cares is constantly receiving requests for assistance. Hot 91.9 FM has always put the community at the centre of the station’s activities and is overjoyed at the ability to be able to fulfil an increasing number of requests for assistance.

“All of our partners, listeners and friends, have blown us away this year with their generosity,” says Madurai. “We are humbled at how you opened your hearts and pockets in these extremely tough economic times to help change lives. Perhaps more than ever we see how humanity prevails and we are re-committed to effect positive change. Hot 91.9FM would like to say a heartfelt, sincere and resounding thank you! You have made the Hot 91.9FM birthday wish come true”.

## **About Hot Cares:**

Hot Cares is the Hot 91.9FM community upliftment initiative that strives towards making a meaningful difference in the lives of those around us. Since 2015, Hot 91.9FM has provided much-needed assistance to those in need within our community. Beneficiaries have ranged from the development of crèche’s in informal settlements, previously disadvantaged entrepreneurs, NPOs needing guidance, resources and awareness of their programs, medical assistance, educational bursaries and individual assistance to those who need little bit of hope and a helping hand at a particularly difficult time in their life.

The appreciation and the difference Hot Cares makes in the community is evident in the support it receives from its

listeners. Our listeners have not only grown to love our music and station but have opened their hearts to those in our community who are less fortunate. It is from Hot 91.9FM together with the income received from the pledges at our annual Teddy-thon, the monthly Hot Cares auctions and other donations, that Hot Cares is able to make a sustainable difference.

The spirit of ubuntu is imbued with the sentiment, “**I am because we are**” and we truly believe that together we can reach our goal of making a difference in as many lives as possible.

In a world filled with continued economic challenges, environmental concerns and declining living standards, Hot Cares receives requests for assistance on a daily basis.

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