

Good Hope FM, BP collect for kiddies

Throughout November 2009, the annual Toy Toy campaign will broadcast live with the Good Hope FM breakfast team of Nigel Pierce, sports presenter JP Naude and newsreader Sandra Rosenberg, from different companies every weekday from 6-9am, encouraging employees and the public to bring toys to work.



The station's campaign, in association with BP Express, starts today, Monday 2 November encourage Capetonians to donate new or used (but not damaged) toys to spread some cheer to those kids that are less fortunate these holidays. Toys can be dropped off at the SABC studios or at any BP Express in Cape Town.

With the campaign raising over R1 million and over 1000 crates of toys during the past three years, Pierce hoping the city will once again open their hearts and prove why the station is all about generosity, caring and connecting with those less privileged in Cape Town. "Toy Toy is about kids who've lost parents, kids whose parents can't afford to buy them toys and don't really get into the Christmas spirit because of poverty" explains Pierce.

Meegan Kieffer, Good Hope FM marketing manager adds, "The campaign is now ingrained in the Cape Town calendar and we want to thank our listeners for their open-handedness and the overall spirit of giving

Patricia Mahlangu, BP's convenience manager concludes, "I'm proud that BP Express can be associated with such a worthy cause by making it so easy for people to drop off their toys at our stores. I really hope the public will give with all their hearts and surpass the efforts of previous years."

Log on to www.goodhopefm.co.za for more information.