

## Pick n Pay runs Hampers Against Hunger

Pick n Pay has once again joined forces with Foodbank SA and the Times Media Group to feed those in need this festive season. The Hampers Against Hunger campaign in 2011 raised just over R500 000 and the retailer is again calling on shoppers to make a difference - no matter how small - to the many South Africans who face a bleak festive season this year.



"This is traditionally a time for giving to those less fortunate than ourselves, but this campaign goes so much deeper than being a simple handout or charitable act," says Bronwen Rohland, Pick n Pay's marketing director. "It highlights the fact that there are so many people who are in need, not just on Christmas day, but every day. This is why we are asking our loyal customers to dig deep this festive season, join us in finding the 'goodness in giving' and support this campaign with the same compassion as they did last year."

Customers will be able to donate in three different ways in Pick n Pay stores nationwide:

- By donating smart shopper points at the kiosks in-store;
- depositing cash in the moneyboxes located at all till points; and
- by donating at tills via purchase transactions available in various denominations.

The retailer will once again kick-start the campaign with R150 000 and announced that this year it would also match every Smart Shopper point donated. "This year, in a bid to improve on last year's numbers, we've decided to double the number of Smart Shopper points donated and we're challenging our customers to help us get there. Foodbank SA, which works with the retailer throughout the year distributing food to the needy, can feed up to six people per day with just R10, so imagine how much goodness we'll be able to give to those who really need it this festive season," she concludes.