

Jocks hit the streets during floods

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Following heavy rains and flooding in Eastern Cape township areas, welfare organizations struggled to cope with the need for warm blankets and clothing. Algoa FM realized that its listeners could make an early impact on Winter Woolly Week by donating items a week in advance to help alleviate the strain on the needy.



Algoa FM presenters hit the streets during peak traffic in the cold wet weather and received overwhelming support from the community, and were inundated with donations at the road-side collection points. "We filled bakkie loads!" says Algoa FM managing director, Dave Tiltmann. "The presenters and Atlas security were run off their feet collecting bags of clothing and blankets from commuters. It was a wonderful show of support from the community."

The Winter Woolly Week Activation Collection was highly successful in helping to ward off the winter chill for the province's underprivileged community.

"The purpose of the Winter Woolly Week is to give back to the needy during the cold winter months, and to help raise funds to feed as many of the poor in the metro as possible," says Tiltmann. "After the heavy rains and floods, we realized that there was an urgent need for warm clothing and items to be donated, so we put together the Winter Woolly Week Activation Collection and appealed to our listeners to help out."

During the official Winter Woolly Week held from June 13-17, boxes for collecting donations will be placed at all Caltex service stations in the Nelson Mandela Metro and East London, at Algoa FM's Boardwalk studio, at all GMSA outlets, and at the Community Chest offices.

The Winter Woolly Week is a crucial element in the Community Chest's annual fundraising programme and is supported by Algoa FM together with Caltex Chevron, Trans Airfreight and Nampak.

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