

Warm hearts fire up online!

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Eastern Cape and Garden Route listeners have been so generous and warm hearted in supporting the annual Algoa FM Winter Woolly Week campaign that it is going online as well.



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"Listeners have told us that they want to be able to donate money to enable the campaign to meet specific needs - be it for blankets, jackets or jerseys," says Algoa FM Marketing Manager Toinette Koumpan. "Throughout the month of June, we're challenging all listeners, corporates, businesses and schools to donate funds online and help us reach our goal in addition to hundreds of winter woollies," she says.

"I think the increased involvement and the numerous companies who have shown their interest in getting involved in this year's Algoa FM Winter Woolly Week project shows the growth of the initiative in our broadcast area", says Koumpan.

Anyone who would like to donate online can visit www.algoafm.co.za. Those who would like to make the traditional donation of warm goodies can still do so at any Caltex service station in the Eastern Cape and Garden Route. Alternative drop-off points are also available on the website.

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