BIZCOMMUNITY

Top South African musicians raise over R250,000 for Mzansi's most vulnerable this festive season

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Jacaranda FM and Spar unite South Africans through music for a special cause.



Elana Afrika-Bredenkamp and her little helpers at the 2021 Spar Carols by Candlelight event.

For almost two decades now, Jacaranda FM and Spar have produced an annual Christmas concert that features some of South Africa's most prominent names in music. This year, the Spar Carols by Candlelight concert attracted a whopping 36,000 live streams of the free event, uniting over 120,000 carollers from as far as the United States of America, Canada, and Botswana for the festivities.

In its second year as a digital, live-stream event, Spar Carols by Candlelight raised a massive R259,000 in digital donations, just short of the ambitious R300,000 target set.

"We are thrilled to have raised a six-figure donation for Mzansi's vulnerable children and to help spread the wonder and joy of Christmas music with so many people around the world," says Deirdre King, managing director of Jacaranda FM.



Martin Bester and The Mzansi Youth Choir

A-listers such as Mzansi Youth Choir, J' Something, Refentse, The One Who Sings – Zolani Mahola, Jo Black, Kelly Khumalo, Charlize Berg, Elandré, Elvis Blue, Tarryn Lamb, and Loyiso Bala (who graciously stood in for Swing City) created a musical wonderland of never-heard-before harmonies and familiar carols to officially usher in the festive season 2021.

"What really struck me as I watched these top-tier musicians perform to an empty arena is that these professionals haven't had the opportunity to come together on stage like this since our last Carols event. Similarly, a wonderful venue like Times Square Arena has been empty for the better part of two years – and yet the entire production and support staff created a world-class event we're extremely proud of. We'll keep finding ways to support these artists and venues through reimagined digital formats," adds King.

Jacaranda FM, the Good Morning Angels team, and Spar will use the funds raised to buy toys for 2,500 children from 11 homes across South Africa. This year, the beneficiaries are:

- 1. SOS Children's Village Rustenburg Village, Northwest
- 2. SOS Children's Village, Nelspruit Village, Mpumalanga
- 3. SOS Children's Village, Pietermaritzburg Village, Kwa Zulu Natal
- 4. SOS Children's Village, Sekhukhune Social Centre, Limpopo
- 5. SOS Children's Village, Cape Town Village, Western Cape
- 6. Child Welfare Tshwane, Gauteng
- 7. Child Welfare Midrand, Gauteng
- 8. Abraham Kriel Kinderhuis, Gauteng
- 9. Look Forward Orphanage, Gauteng
- 10. Juno Aurora Home, Gauteng
- 11. The Hanna Charity, Gauteng



Loyiso Bala, Jo Black, J' Something, Kelly Khumalo, The One Who Sings | Zolani Mahola, and the Mzansi Youth Choir (left to right)

"There are many things that make this event special, our 19-year partnership with Jacaranda FM, the top-tier musicians who collaborate, the joyous time of the year – but what really makes Spar Carols by Candlelight a beacon of goodwill is the opportunity make sure that young girls and boys from children's homes across South Africa feel valued and special this Christmas," said Pieter van Vuuren, Spar Inland Advertising and Promotions manager.

Each gift will be lovingly wrapped and personalised for each child in a two-day wrap-a-thon held at the Jacaranda FM studios this week.

"In a recent survey with our audience, 78% of Jacaranda FM listeners said they are more aware of giving back now than before the pandemic, and we can see this incredible showcase of goodwill through the generous donations we received. Thank you to every single person who joined us and especially to those who donated," said King.

Spar Carols by Candlelight will be streamed again on the evening of 24 December at www.jacarandafm.com.

- " Jacaranda FM remains one of Mzansi's favourite radio stations with 3 SA Radio Awards 5 Dec 2023
- " South Africa's award-winning podcast 'Don't Hold back: say it loud' is back for a second season 21 Nov 2023
- " Spar Carols by Candlelight celebrates the theme 'Home for Christmas' as the event turns 21! 10 Nov 2023
- " Jacaranda FM wins the hearts and ears of Pretoria for a decade 26 Oct 2023
- " Jacaranda FM community tee up over R4.2m at Golf Day 11 Sep 2023

Jacaranda FM



Jacaranda FM broadcasts at 94.2FM from Midrand, Gauteng and is one of the most popular radio stations with a substantial footprint across Mzansi. The station has the only bilingual commercial license in the country; broadcasting regionally in English and Afrikaans across Gauteng, Limpopo, Mpumalanga, and the North West Province.

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