

'Slipper Day' stickers available at all Wimpy outlets countrywide

Reach For A Dream will be activating the annual Reach For Your Slippers campaign also known as 'Slipper Day' tomorrow 1 August 2014. The campaign calls on all South Africans to "reach for their slippers", and to wear them to work or school to help a child fight a life-threatening illness.



The 'right' to wear your slippers tomorrow, 1 August 2014 in a show of support and solidarity for the Reach For A Dream foundation will be granted when you purchase a 'Slipper Sticker' for only R10. Stickers are available at all Wimpy outlets countrywide until 1 August.

Alternatively, visit the Reach For A Dream website on www.reachforadream.org.za. Stickers can also be purchased at any one of the seven Reach For A Dream branches countrywide.

"Wimpy is proud to be part of this wonderful campaign and we urge all South Africans to step into a Wimpy nearby to purchase their R10 stickers. We are sure that this year will result in a successful campaign which will bring joy to the foundation's 'Dream Children' and make their dreams a reality," says Karabo Morudu, Wimpy Brand Manager.

Reach For A Dream, with seven branches across the country, is a non-profit organisation; therefore, all funds and proceeds raised through this campaign will help the foundation put a smile on the faces of many seriously ill South African children.

Bronwyn Feldwick-Davis from Reach For A Dream says: "For 25 years, Reach For A Dream has dedicated itself to making dreams come true. Take Sam Pretorius for instance, who at the age of 11 years old was diagnosed with leukaemia. Sam's dream was to go to Disneyworld and through the foundation he was able to realise his wish."



You will remember Sam Pretorius from the Reach For A Dream television commercial that featured him returning to his classroom after a prolonged absence due to his illness with a shaven head because of his treatment. As he entered his classroom, he is welcomed by his classmates who show support for him by removing their knitted beanies to reveal their smooth-shaven heads similar to his.

Today Pretorius is a healthy young man.

Reach For A Dream prides itself on the countless children who have benefitted through the generous support of companies such as Wimpy.

You can help a child's dream to come true. Buy your R10 sticker from a Wimpy near you before or on 1 August 2014. For more information visit www.reachforadream.org.za.