

# Warming message from Good Hope FM

Good Hope FM is once again staging its Keep Cape Town Warm campaign, this year along with Absa as sponsor and is hoping that Capetonians will continue to give generously, it was announced yesterday, Wednesday, 27 May 2009.



The annual goodwill drive aims to make the winter months more bearable for the city's less-fortunate inhabitants. Last year, listeners and businesses rallied around the cause and collected more than 60 000 blankets and donated food, clothing and money to the tune of R600 000 for those in need.

## A partner to bank on

Now, Good Hope FM is asking Cape Town residents once again to open their hearts and wallets as the bitter winter chill sets in. This year, Absa has come on board as a partner. The station will broadcast live from different intersections around Cape Town every Wednesday from 6am to 7pm, starting 3 June, ending 29 July. Listeners will be asked to drive past the intersections and drop off blankets and tinned food for the needy. Good Hope FM personalities will be present at the intersections from 6am to 7pm to help collect items from drivers who can't stop their cars.

Good Hope FM Outside Broadcasts will take place from the following locations:

- Wednesday, 3 June - Thibault Square
- Wednesday, 10 June - Engen, Main Road, Claremont
- Wednesday, 17 June - BP, corner of Rosmead Avenue and Wetton Road
- Wednesday, 24 June - N1 City, McDonalds
- Thursday, 2 July - Sable Square, Century City
- Wednesday, 8 July - Liberty Promenade Mall, Mitchells Plain
- Wednesday, 15 July - Canal Walk, Century City
- Wednesday, 22 July - Engen, Orange Street, Gardens
- Wednesday, 29 July - Athlone Police Station

Meegan Kieffer, Good Hope FM marketing manager, said: "Last year we saw generosity beyond any means and this year we are hoping to collect even more items for the needy, creating awareness that urges Capetonians to help those less fortunate."

## Distribution to needy

The Courier & Freight Group will supply the containers at each of the collection points and the Community Chest will assist Good Hope FM in distributing the collections during the course of the campaign to various needy organisations and communities in the greater Cape Town Metropolitan area.

Spare a warm thought for those who may be shivering and hungry this winter, and help Keep Cape Town Warm by donating a blanket, clothing, a tin of food or whatever you can spare to the cause.

For details of the various drop-off zones, go to [www.goodhopefm.co.za](http://www.goodhopefm.co.za)

For more, visit: <https://www.bizcommunity.com>