

The story begins with you...

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Toys play an important part in a happy childhood; they are closest confidants, guests at tea parties and protectors on secret missions in the bottom of the garden. Now the story will begin with you, when you donate a new toy to an underprivileged child during East Coast Radio Toy Story in partnership with Toys R Us and Babies R Us. You can ensure they too have a toy story to tell.



Aewon Wolf, Jem Atkins, Boni Mchunu, Tyrone Pillay, Nicole Jansen Van Vuuren, Carvin Goldstone, Holly Rey and Bongani Mtolo celebrate the launch of Toy Story 2018. Photo credit: Pagiel Chetty

Between 22 October and 7 December toys can be purchased and donated in store at any Toys R Us and Babies R Us across KZN or dropped off at East Coast Radio House. All toys donated will be distributed to underprivileged children at government hospitals, children's homes and orphanages across KwaZulu-Natal.

In a Toy Story first, to make a profound and ongoing change to the lives of little ones, East Coast Radio Toy Story with Toys R Us and Babies R Us will also identify four schools around KZN for upliftment. All monies collected during the campaign will be directed to address the needs at the four identified schools. East Coast Radio's General Manager, Boni Mchunu, says she believes that Toy Story can make a lasting impact on our country's future through investing in education: "Our outreach efforts will take the form of seeing what each particular school's need is greatest. From infrastructure to educational resources; fundraising will be focused on the area we believe will have the most sustainable impact. We envision the initiative playing a defining role in empowering and equipping young minds."

Nicole Jansen Van Vuuren, Toys R Us and Babies R Us Marketing Manager, adds, "Toys R Us and Babies R Us is so proud to be part of such an incredible campaign and apart from being able to give toys to those less fortunate and to add joy to their festive season, we are thrilled with the focussed drive on selected schools to ensure there is a noticeable impact made."



Mohammed Khatib, Mo Magic, Bongani Mtolo, Boni Mchunu, Carvin Goldstone and Tyrone Pillay with Geoffrey the Giraffe from Toys R Us.
Photo credit: Pagiel Chetty

The launch of East Coast Radio Toy Story in partnership with Toys R Us and Babies R Us took place at Toys R Us and Babies R Us head office in Durban, with a number of celebrities getting behind the campaign. Comedians Carvin Goldstone and Jem Atkins, Paralympian Tyrone Pillay, musicians Holly Rey and Aewon Wolf and magician Mo Magic are among the celebrities who have already added their voice to this year's Toy Story campaign.

The campaign is now in its 18th year and together with the support of the people of KZN has touched the lives of hundreds of thousands of disadvantaged children. You can get involved in this heart-warming initiative in any of the following ways:

1. Buy and donate a new toy at any Toys R Us and Babies R Us across KZN by dropping it in the collection box in store, or drop off new toy donations at East Coast Radio House.
2. Have a collection box at your office or school. If you would like a collection box please send an email to toystory@ecr.co.za.
3. Make a cash donation via ecr.co.za or via the following means:

East Coast Radio Charitable Association
Bank: FNB Commercial
Branch: Gateway
Branch number: 25 01 08
Account number: 622 224 283 37
Reference: Toy Story 2018

All donations will go towards needs at the four identified schools.

For more information visit ecr.co.za.

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