

KZN donates over R1.2m to province's underprivileged children

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During 12 hours of fundraising efforts R1,253,297 has been pledged by the people of KwaZulu-Natal, at Toy Story Corporate Challenge Day at Gateway Theatre of Shopping. Celebrities and ECR personalities manned the phone lines as individuals and businesses called to generously pledge money towards East Coast Radio Toy Story, in partnership with Toys R Us & Babies R Us.



East Coast Breakfast's Sky Tshabalala, Darren Maule and Keri Miller at the start of Toy Story Corporate Day. Photo: Abhi Indrarajan



Singer Holly Rey with ECR General Manager Boni Mchunu and presenter Thandolwethu on the phone lines. Photo: Abhi Indrarajan



ECR Drive's G Dawg, Bongani Mtolo and Mags Westerhof with TDK Macasette. Photo: Abhi Indrarajan

Among the big names who lent their voices to the cause were music artists TDK Maccassette, Holly Rey, Aewon Wolf, Mariechan, Professor and Kyle Deutsch. Paralympian Tyrone Pillay, cricket stars Senuran Muthusamy, Lwandiswa Zuma and Prenelan Subrayen and comedians Jem Atkins and Carvin Goldstone also had their stint taking pledges.

Of being involved, Mariechan said, "Thank you, East Coast Radio, for involving me. This was such a heartwarming experience because I, myself know what it's like to grow up without toys so I know what this will mean to the kids."

Uzalo's Masoja Msiza meanwhile added, "Wow! It was an honour to be a part of something that is greater than all of us. Well done to a diverse KZN for coming together and demonstrating such generosity."

East Coast Radio's General Manager Boni Mchunu has thanked KZN for their big heartedness. "It's incredible to see how our communities have come together to offer the spirit of Ubuntu to such a life changing initiative. KZN has done us very proud. All the money collected will be directed to the needs of the four schools; Jabulani primary, Maria Memorial primary, Mqhathi primary, Nqongqotho primary that were identified by the Department of Education. The funds will go a long way towards better equipping these schools and our hope is to inspire and empower our learners to reach for greatness."

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