

Siesta takes it off for CANSA

Issued by [OFM Radio](#)

3 Mar 2014

The duo from Siesta on OFM, Martin van der Merwe and Success Lekabe pledged to boldly go bald in support of a corporate shavathon at OFM on 27 February 2014.

During the live shavathon, Siesta's Martin van der Merwe spoke to The Cancer Association of South Africa's (CANSA) Tania McKay who explained that the shavathon is an annual campaign to raise awareness of those who are affected by cancer. The loss of hair is a common side effect of cancer treatment and the act of shaving has become a popular symbolic manner to show solidarity with cancer survivors.

Van der Merwe said that Siesta on OFM "supports CANSA because of the good work they do in the community. Cancer affects everyone - not only the patients but their loved ones as well. I am shaving off my hair today to show my solidarity as a responsible Central South African citizen."



For more pics of the corporate shavathon at OFM visit the Siesta blog at www.ofm.co.za.

- " **OFM celebrates moms with special broadcast** 10 May 2024
- " **The value of relationships in content creation** 16 Apr 2024
- " **OFM returns as media partner for Central SA sports teams** 15 Apr 2024
- " **Upington listener wins OFM's Big Radio Registration grand prize** 3 Apr 2024
- " **From retail to radio** 22 Mar 2024

OFM Radio



OFM, is Central South Africa's premier commercial radio station, offering a mix of music, news and entertainment. The station serves the affluent SEM 7+ economically active marketplace with a broadcast footprint across the Free State, Northern Cape, southern Gauteng and North West.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

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