

#PnPKeepsOnGiving with new Christmas song

Pick n Pay, together with Ladysmith Black Mambazo, have recently released a unique and proudly South African twist to the popular Christmas song, Little Drummer Boy made famous by Boney M.



The amended version of the song forms part of Pick n Pay's Christmas campaign #PnPKeepsOnGiving, which has been launched nationally across multiple media platforms, and turns the Pa-Rum-Pum-Pum-Pum song lyrics into a light-hearted South African summary of the year that's passed.

To encourage South Africans to add their voice to the campaign, they are able to upload their own, 10-second Pa-Rum-Pum-Pum-Pum-Pum video clip to the Pick n Pay [campaign page](#) and stand a chance to be part of the chorus of the Ladysmith Black Mambazo official music video, which will be released on 5 December.

Consumers have been encouraged to keep an eye on the page to see when the song will be available to download from iTunes or Google Play. Each time the song is downloaded, Pick n Pay will donate to [The Children's Hospital Trust](#).

In addition, every time the music video is watched on the campaign page, Pick n Pay will donate loaves of bread through [FoodForward SA](#). The more the video is watched, the more loaves of bread consumers can donate.

The comprehensive campaign is supported by a TVC featuring Ladysmith Black Mambazo, in-store applications, a digital application as well as PR elements.

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