

Shoprite, Community Chest winter campaign

For the many people across South Africa for whom winter consists of fighting the icy cold against their skin and battling with hunger, Checkers and Shoprite, in collaboration with Community Chest, have launched a 'Warm Hearts, Warm Smiles' campaign.



[click to enlarge](#)

Local community radio stations such as Radio Tygerberg in Cape Town, Groot FM in Pretoria and Kingfisher FM in Port Elizabeth support this initiative and are committed to the improvement of disadvantaged communities.

The public is urged to contribute by donating clothes, blankets and non-perishable foods in the marked trolleys at the entrance of all Checkers, Checkers Hyper and Shoprite stores. Shoppers can also ask cashiers to add a donation amount to their groceries when paying at the till or SMS WARMHEARTS 10 and their name to 38806 to donate R10.

The campaign runs until 15 August 2014.

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