

# East Coast Radio supports AIDS-stricken families in KZN

Issued by [East Coast Radio](#)

8 Dec 2008

Every year, East Coast Radio embarks on a campaign that aims to bring festive cheer to those in need. But more so, it recognises that thousands of children in KwaZulu-Natal are without the basic necessities to live sustainably, and runs this campaign to help make a difference. This campaign is Toy Story.

Toy Story 2008 launched early this month and was off to a fantastic start. In its very first year, Toy Story brought in 300 used toys, last year a whopping 85 000 NEW toys and 9436 food parcels worth R2 830 832 was distributed, this year, the very first donation was a single donation of R100 000!

The success of this campaign is largely dependent on the people of the East Coast, especially our local corporates. This year, for the very first time, East Coast Radio will host a Corporate Day at Suncoast Casino where pledge lines will be open, allowing corporates to pledge their support to the campaign.

Open your hearts this festive season and make a donation - help make a difference in someone's life with Toy Story 2008, proudly brought to you by OUTsurance. 'Make Here Happen' with Durban's No 1 Hit Music Station - East Coast Radio.

Donations can be made to:

Bank: ABSA

Account Number: 912 7906124

Branch code: 63 20 05

Branch: Umhlanga Ridge

Reference: East Coast Radio Toy Story.

For more information on Toy Story visit [www.ecr.co.za](http://www.ecr.co.za).

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East Coast Radio is KwaZulu-Natal's number one; for hit music, for inspiring content, for updated information and for making memories. East Coast Radio is a brand as energetic and vibrant as the people from the East Coast of South Africa.

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