

Toy Story 2009 draws to a successful close

Issued by [East Coast Radio](#)

20 Jan 2010

East Coasters donated more than R1 million and 40 000 toys to East Coast Radio's Toy Story 2009 campaign brought to you by OUTsurance. Every little bit helped to make the campaign a success in terms of providing a reprieve to those in desperate need of basic things to survive these past holidays.

The R1 million was utilised to buy food parcels designed to meet the daily needs of child headed households comprising of between four and six members for a period of five weeks. Normally these children are provided with a meal at school. The extended December holiday is a sombre event that leaves most of these families wondering where their next meal will come from. This is exactly where Toy Story steps up to the plate in making a real difference in the lives of these children.

The 40 000 toys that were so generously given by East Coasters were sorted according to gender and age. Each new toy found a friend with a child at one of the 63 government hospitals, orphanages or child-headed households throughout the KZN province. Many of these children face their illnesses and their stay in hospital alone as their parents are often too far away and visits are few and far between.

"The kindness and open-heartedness of East Coasters is what has made this campaign a success showing that every bit really does help and combined we make a really big difference," said Nazarene Khan, East Coast Radio's Marketing Manager.

"The people of KZN are generous and do care about each other. We are grateful to be a part of this community. Thank you for helping us make a difference."

- **Vic Naidoo bids farewell to East Coast Radio to embark on a new journey** 29 Apr 2024
- **East Coast Radio welcomes Mzuvele Mthethwa as new managing director** 16 Apr 2024
- **Empowering business minds at the Mancosa East Coast Radio Business Breakfast** 12 Apr 2024
- **Walk Your Way at the Suncoast East Coast Radio Big Walk** 18 Mar 2024
- **Make moves for your future at the Mancosa East Coast Radio Business Breakfast** 4 Mar 2024

[East Coast Radio](#)



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.

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

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