

East Coast Radio makes Winter Warmth its #1 priority

Issued by [East Coast Radio](#)

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As South Africans we are all only too painfully aware of the tremendous disparities of those living in wealth to those in abject poverty. The plight of the poor and homeless in KZN is one that has been close to the hearts of East Coast Radio and its listeners, as thousands already bracing the cold winter were further plagued by recent floods and widespread shack fires.

In a bid to help those that need it most, East Coast Radio's Winter Warmth campaign has been actively canvassing listeners and businesses in the region to donate blankets and money. In addition, the station's jocks and management have made a commitment to drive the campaign through their own personal efforts.

"The incredible support that we have received from the public so far is nothing short of amazing. The Winter Warmth 2008 team is proudly sponsored by iTalk Cellular and is firmly backed by Rotary, Durban Deliveries and Red Cross Air Mercy Services in helping us to distribute the blankets to the people that need it the most," says Paulette Holmes, Marketing Director of East Coast Radio.

As an inspiration to the cause, Trish Taylor, East Coast Radio CEO recently completed her sixth Comrades Marathon finishing 64th in the ranks and turning her personal victory into a driving force to help the campaign, donating a blanket for every kilometre of the gruelling 90km super marathon.

Dave Guselli, popular weekend jock and no stranger to antics from the sublime to the ridiculous, donned a black mini, red lipstick and a R100 000 price tag on his head to run the Spar Mercury Women's 10km Challenge. "The event presented a unique opportunity to rope in some sponsors to support the Winter Warmth 2008 campaign with Mr Price and Aberdare Cables generously sponsoring R50 000 each towards the campaign as a result," says Dave.

"People are fully aware of how much hardship there is out there but are often at a loss as to how they can help. When it comes to getting people to rally together and help the needy, radio is tremendously powerful because of its intimacy and ability to communicate with listeners on a one-to-one basis. Listeners build trust in and rapport with the presenter and this is the key success ingredient of radio in social conscience," explains Paulette.

East Coast Radio has enjoyed overwhelming support from listeners as a result of the great lengths management and team go to in building inroads into the local community, engendering trust and sincerity. "When presenters make on air appeals they are meaningful and usually deeply emotional, hence people further trust the brand. They know that every cent will go towards the cause. While someone may be less hesitant to give out money on the streets, having a recognized and respected radio personality making a plea to help someone in need and leading by example strikes a chord with listeners as the appeal is so much more personal," adds Paulette.

The East Coast Radio Winter Warmth Campaign has distributed 18 859 blankets to the value of R565 770.00 so far. The areas covered include Eshowe, Estcourt, Greytown, Ladysmith, Mthatha, Port Shepstone, Scottsburgh, Umhlanga, Vryheid, Westville, Richards Bay, Pietermaritzburg, Durban and its surrounding areas," says Paulette.

A special mention needs to be made of the following donations:

- R50 000 from Mr Price
- R50 000 from Aberdare Cables
- R30 000 from Data World
- R25 000 from FNB

- R10 000 from One up Pumps
- R10 000 from Wimpy.

Make a contribution to the Winter Warmth campaign by dropping off a blanket at East Coast Radio, any iTalk Cellular branches or at Durban Deliveries or alternatively making an online donation.

Banking Details:

East Coast Radio Winter Warmth
Absa - Umhlanga Ridge
Account - 912 790 6124
Branch - 632 005
Reference: Winter Warmth 2008

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