



# R6000 for best blog in support of charity

Online cash payments provider Ukash is running a competition to reward the most creative and compelling expression of support for charitable work in the blogosphere. The competition, which has an entry deadline of 20 February 2009, is being run in conjunction with social media aggregator Afrigator and marks Ukash's recent partnership with charity umbrella The Trust.

Ukash will award R3000 in prepaid vouchers to the blogger who posts the most engaging and powerful blog entry about a charity of his or her choice from those hosted under The Trust's umbrella. The featured charity will receive the same amount in cash to help fund its work.

Explains Tracey-Lee Cohen, CEO of The Trust, "Because every organisation that does good work in our special country deserves the generous prize from Ukash, we're sure there will be some intense and moving blogs written in response to this competition."

Bloggers must visit [www.thetrust.org.za](http://www.thetrust.org.za), identify a charity that inspires them and argue why the organisation deserves the prize for a chance to win. The link to the post must be forwarded to Ukash at before 20 February.

Mark Chirnside, CEO of Ukash, explains, "We are looking for innovative ways to celebrate the arrival of online cash payments to South African and engaging with bloggers makes great sense. We operate in the online world and we want to do our bit to add some vibrancy to the country's blogosphere.

"Our relationship with The Trust has developed very quickly and we are very committed to its work and what it stands for."

The Trust is a web portal that aims to make it easy, affordable and risk-free for individuals and corporations to contribute to reputable and accountable charities throughout South Africa and other African countries. Ukash recently partnered with The Trust to allow customers to donate the spare change resulting from online purchases made with prepaid Ukash vouchers to charitable causes.

The competition is part of the launch activities of [Ukash](http://www.ukash.co.za) in South Africa, following its partnership with Blue Label Telecoms in 2008. Ukash vouchers may be used to shop for products and services such as fashion, accessories or music downloads from a range of online outlets, including BidorBuy and wantitall.co.za.

For more information about the competition, go to <http://blog.afrigator.com/2009/01/29/win-with-afrigator-and-ukash/>.