

The Empty Shop empties donations into HospiceWits

Today, Sandton City and partner McCann Johannesburg celebrated The Empty Shop's success with a clothing donation handover of more than 15,000 items to HospiceWits in Parkmore.

Joburg's public really came to the party. They opened their hearts and their wardrobes, donating a massive 4 tons (4,027.82kg to be exact and exceeding the 3.2 ton record set by Brazil) of pre-loved clothing - from hardly worn, everyday clothing to designer pieces - through this unique concept of donating.



Sold through the HospiceWits Charity Shop

The clothing collected will be sold through the HospiceWits Charity Shop in Orange Grove.

HospiceWits will also host a cheese and wine charity evening to auction the most valuable items received on Wednesday, 26 November at 18h00. Five dresses will be re-donated to underprivileged Matric girls for their Matric dance.

HospiceWits provides care, comfort and support to patients diagnosed with life-limiting illnesses such as cancer, HIV/Aids, organ failure and advanced neurological illness. Through a multi-disciplinary team that includes doctors, psychologists, spiritual counsellors, home care nurses and social workers, HospiceWits goes beyond the management of pain and symptoms of its patients by ensuring that all emotional, spiritual and psychosocial needs of patients and their families are also addressed. HospiceWits' home-care team carries out more than 10,500 patient visits per annum and the balance of care is provided through in-patient admission units in Houghton and Soweto.

Marketing Manager Joy Ruwodo says: "These patient visits are only made possible through funding opportunities such as those provided by partners like Sandton City and McCann Johannesburg with The Empty Shop. We are truly humbled by the generosity of everyone who came on board and supported this campaign."

Bringing fashion and charity together

Modelled on the original Brazil concept, The Empty Shop turned fashion on its head with a very simple concept: donate, style and empty. The general public was invited to donate pre-loved clothing, which was then transformed daily on mannequins with show-stopping looks. Every evening the store was emptied and ready to receive new donations the next day.

"McCann Johannesburg was proud to partner with Sandton City to give Jozi an opportunity to share their generosity in such a unique way and towards a worthy cause," says Karabo Denalane, McCann Johannesburg Managing Director.

"Thank you to all Sandton City customers and tenants, and celebrities, who helped set this movement into motion to bring fashion and charity together. We look forward to an even bigger and better campaign in 2015," says Julie Hillary, General Manager: Sandton City and Nelson Mandela Square.

To keep up with the latest news, go to <http://www.hospicewitwatersrand.org.za/> or [Facebook](#) and Twitter [@HospiceWits](#).