

Validity MoveToGive campaign sees over 42,000 sanitary packs donated to Caring4Girls programme

Discovery Validity partnered with Dis-Chem during Women's Month this year for its Validity MoveToGive campaign, donating over 42,000 sanitary packs to help keep 6,000 girls in school.



“Validity members were encouraged to get active, reach their weekly Validity Active Rewards goals, and choose to donate their reward to provide a sanitary pack to schoolgirls in need,” says Craig Nossel, head of Validity Wellness. “As part of Dis-Chem with StayFree’s commitment to the initiative, every pack donated through Validity MoveToGive was doubled.”

Gender equality

The two-week campaign saw over 42,000 sanitary packs donated to the Caring4Girls programme, which will help improve the health and gender equality of schoolgirls living in disadvantaged areas.

“We are delighted to be involved with Discovery Validity’s MoveToGive initiative in collecting sanitary towels for young girls in school,” says Lynette Saltzman, Dis-Chem’s MD. “This is a fantastic donation and ties in wonderfully with our annual Million Comforts campaign.”

“Keeping girls in school, their dignity, self-confidence and personal hygiene has been a priority of the Dis-Chem Foundation for many years. This donation will keep at least 6,000 girls in school for a year,” she says.

Discovery Vitality's latest MoveToGive campaign, launched in October, aims to help people diagnosed with breast cancer. For more information about this campaign, [click here](#).

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