

Spar Carols by Candlelight goes digital for the second year to help Mzansi's youngsters

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Eleven local artists and groups are set to spread Christmas cheer at digital festive event.



featuring some of South Africa's most prominent musicians goes digital for a second year in a row.

"Last year Spar Carols by Candlelight had to be innovated to ensure our loyal fanbase had their annual dose of local festive cheer. The digital event was so successful, that we've kept the live-stream format to reach as many fans and donors as possible," said Deirdre King, managing director at Jacaranda FM.

Artist line-up

17h00-18h00

942s – Mzansi's youngest pop-rock band discovered by Jacaranda FM will kick-off the evening with family-friendly entertainment specifically geared towards getting the little ones excited for the mega line up to come.

18h00 - 19h00

Tarryn Lamb

Swing City

Elandre

Refentse

Jo Black

Elvis Blue

J Something

Zolani

Kelly Khumalo

Charlize Berg

Mzansi Youth Choir

"Every year our fantastic artists return for this event, and this year we're thrilled to welcome J Something and Kelly Khumalo to the 'Carols Family'. It's all about what we can do together and for each other," adds King.

Spar Carols by Candlelight raised over R300,000 in 2020 and attracted 250,000 viewers from across the world, surpassing the R250,000 goal set. This year Spar and Jacaranda FM aim to raise R300,000.

Jacaranda FM and the Good Morning Angels team together with Spar, will use the funds raised through digital donations to buy toys for 2,500 children from 11 homes across South Africa. This year, the beneficiaries are:

- 1. SOS Children's Village Rustenburg Village, North West
- 2. SOS Children's Village Nelspruit Village, Mpumalanga
- 3. SOS Children's Village Pietermaritzburg Village, Kwa Zulu Natal
- 4. SOS Children's Village Sekhukhune Social Centre, Limpopo
- 5. SOS Children's Village Cape Town Village, Western Cape
- 6. Child Welfare Tshwane, Gauteng
- 7. Child Welfare Midrand, Gauteng
- 8. Abraham Kriel Kinderhuis, Gauteng
- 9. Look Forward Orphanage, Gauteng
- 10. Juno Aurora Home, Gauteng
- 11. The Hanna Charity, Gauteng

The concert is **free** to enjoy for all, but Spar and Jacaranda FM kindly ask fans to express their goodwill and donate towards this incredibly touching cause. All funds raised will ensure that the Good Morning Angels team can gift vulnerable

children across South Africa new toys of their own.

"To know that our event captures the spirt of giving and helps vulnerable children share in the joy that the festive season brings, is incredibly touching. Last year we had fans from Canada, India, and Central Africa join us, this year we're hoping that South Africans spread around the world will join Mzansi's best as we use music to connect for a greater cause," comments Pieter van Vuuren, Spar Inland Advertising and Promotions manager

To join Spar Carols by Candlelight presented by Jacaranda FM visit <u>jacarandafm.com</u>, diarise Thursday 2 December, and stock up on snacks and a charitable spirit.

The event will live stream from 5pm and will be hosted by Martin Bester and the Breakfast team with a re-broadcast scheduled for Friday 24 December at 5pm.

Visit www.jacarandafm.com for more information.

Join Jacaranda FM for the annual SPAR Carols by Candlelight live-stream event to help Mzansi's most vulnerable children receive a festive gift and joy this Christmas.

Date: 2 December live stream and 24 December re-broadcast

Venue: Live stream from jacarandafm.com

Cost: Free, but digital donations are most welcome!

Time: 5pm to 7pm (1 hour kiddies warm and 1 hour Carols event)

About Jacaranda FM

Jacaranda FM broadcasts at 94.2FM from Midrand, Gauteng and is one of the most popular radio stations with a substantial footprint across Mzansi. The station has a bilingual (English and Afrikaans) commercial license in the country; broadcasting regionally across Gauteng, Limpopo, Mpumalanga, and the North West Province.

Jacaranda FM also carries a national footprint through streaming audio on www.jacarandafm.com or the Jacaranda FM App. The multi-channel media brand provides an array of popular talent, easy-listening music, radio programming, social media engagement, concerts, online shopping, as well as sporting and social events.

Sustainable community initiatives form part of Jacaranda FM's DNA with Good Morning Angels helping people and communities in need for the past 16 years. The station engages with over 4 million people across their platforms monthly, and provides market access for thousands of businesses seeking to engage a loyal South African community.

- * Jacaranda FM remains one of Mzansi's favourite radio stations with 3 SA Radio Awards 5 Dec 2023
- * South Africa's award-winning podcast 'Don't Hold back: say it loud' is back for a second season 21 Nov 2023
- "Spar Carols by Candlelight celebrates the theme 'Home for Christmas' as the event turns 21! 10 Nov 2023
- * Jacaranda FM wins the hearts and ears of Pretoria for a decade 26 Oct 2023
- "Jacaranda FM community tee up over R4.2m at Golf Day 11 Sep 2023

Jacaranda FM



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