

Join hands for 16 days

Sonqoba Kunene

Sedibeng. - Sixteen charities are set to receive a financial donations and media exposure to acknowledge their efforts in fighting violence against women and children during the 16 days of activism campaign this month. This initiative is a joint effort between the Foschini Group and SAfm in support of this campaign.

Each year, South Africa joins the world in the United Nations campaign, the 16 Days of Activism: No Violence Against Women and Children that takes place between 25 November (International Day of No Violence Against Women) to 10 December (International Human Rights Day).

The Foschini Group, which has supported the campaign for four years, joins forces with SAfm (104-107fm) with a unique concept that not only empowers organisations through donations, but guarantees them the vital media exposure to highlight their services and detail their needs to the South African public and business community.

"We're all very excited to be a part of this initiative. We've been trying to get our name out there for years to let people know that our service exists. There is such a need for a campaign of this nature," says Vivien Thomas, centre manager of Vereeniging based Alpha Trauma Centre, one of the sixteen charities.

Karde Buys, Senior HR Manager of CSI and Wellness of the Foschini Group, says, "Of fundamental importance to us is to partner with government in spreading the message that violence against women and children cannot be tolerated. It has no place in our community, in our country or the world".