

Shoprite transporting ‘pamper packs’ to distressed farming wives

Shoprite continues to serve drought-affected communities, most recently by transporting pamper packs collected by the Cape Women’s Agricultural Association (CWAA) to farmers’ wives in the Western and Eastern Cape.

In September, the CWAA began collecting packs containing items they hoped would pamper their counterparts suffering amid the persistent drought. Donations from all around South Africa flooded in and they were able to make up more than 10 000 pamper packs.

With the help from generous individuals they distributed most of these packs, but needed extra assistance to reach communities in the Karoo. Shoprite, through its transport business Transrite, made one of its delivery trucks available to collect 1 827 packs in Wellington this week and will now transport and deliver these to 10 different towns including Laingsburg, Beaufort West, Graaff-Reinet, Cradock and Jansenville.

This support is in addition to the retailer’s ongoing efforts to bring some relief to the numerous drought-stricken communities in the Northern and Eastern Cape. Shoprite has made R150 000 available to its disaster management partner, Gift of the Givers, for the provision of animal feed and humanitarian aid. Additionally, in towns where there are Shoprite, Checkers or Usave stores, the retail giant has committed to providing hundreds of food parcels and its Mobile Soup Kitchens are also serving drought-affected communities.

Customers are invited to join hands with the retailer by donating R5 or more to its #ActForChange Fund at any till-point in Shoprite and Checkers stores countrywide. All proceeds to the Fund will go to Gift of the Givers.

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CAPTION: From left Loderick Lourens (Transrite operational manager), Karen Barnard and Gerda Smit (Cape Women’s Agricultural Association) and Jannie Waterboer (Transrite driver) with some of the 1 827 pamper packs loaded onto a Shoprite truck in Wellington for distribution to farmers’ wives in drought-stricken Karoo towns like Laingsburg, Beaufort West, Graaff-Reinet, Cradock and Middelburg.