

Assist with relief efforts to drought-affected communities

Customers can contribute to drought-relief efforts in the Eastern and Northern Cape by donating to the #ActforChange Fund at Shoprite and Checkers till-points across South Africa.

The worst drought in living memory continues unabated in parts of the Eastern and Northern Cape, which is why the retailer has put its considerable weight behind supporting distressed communities in these provinces.

All customers have to do to join in these efforts is to inform the cashier of their donation amount of R5 or more, which will then be added to their grocery bill. All proceeds to the #ActforChange Fund will go to Gift of the Givers, Shoprite's partner in disaster management relief efforts.

Customers' contributions will add to the R150 000 the retailer has already made available 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 in towns benefitting from Gift of the Givers' relief efforts.

"The difficulties faced by communities in the Eastern and Northern Cape is unprecedented," says Lunga Schoeman, CSI Manager for the Shoprite Group.

"It is in times like these that our innate spirit of *ubuntu* kicks in and we, as South Africans, reach out to help those in desperate need of assistance. Our communities are the bedrock of our business, so we cannot idly stand by as the people in these drought-affected communities struggle to make ends meet. Join us as we seek to alleviate their plight sooner rather than later," explains Schoeman.

"Gift of the Givers currently focuses on the towns hit hardest by the drought. We provide animal fodder, water and care packages. We need all the support we can get to assist these towns and farming communities timeously before the situation deteriorates and we're looking at more than just animal deaths," says Badr Kazi of Gift of the Givers.

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CAPTION: Checkers and Shoprite customers can join in efforts to bring relief to communities in the Eastern and Northern Cape, suffering from an ongoing drought that is showing no signs of abating.