

The Shoprite Group quick to respond to Masiphumelele blaze

(18 December 2020) The Shoprite Group acted swiftly to bring relief to the 1 000 families affected by the fire blazing through Masiphumelele since Thursday.

Two Shoprite Mobile Soup Kitchens were dispatched on Friday (18 December) to feed those left destitute by the fire. Each soup truck can feed up to 1 000 people daily and will continue to serve meals of fortified soup and bread over the weekend. The retailer also donated blankets to Living Hope, the organisation collecting essential goods for those affected by this latest fire.

In response to the Table Mountain blaze it is providing relief packs, containing among others pies, cooldrinks, water and eye drops to the firefighters.

Also, through its Act for Change Fund, the Group will until Christmas Day collect funds for the Western Cape Red Cross, which is providing aid to affected residents of Masiphumelele. Customers can contribute to this till-point donation facility by asking the cashiers at any Checkers and Shoprite supermarkets to add as little as R5 to their grocery purchase.

Trolley donations have been set up at Shoprite and Checkers stores in the Fish Hoek area, for customers to make donations of nappies, toiletries and non-perishable food.

“We are a business that cares and are among the first responders when disaster strikes in the communities we serve. Apart from providing direct aid, we also partner with our customers, enabling them to contribute to relief efforts through donations of money or groceries at our stores,” says Lunga Schoeman, CSI Manager for the Shoprite Group.

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