

Shoprite and Checkers brings Easter cheer across South Africa

(1 April 2021) Shoprite and Checkers supermarkets have been bringing some Easter cheer to thousands of vulnerable children and elderly across South Africa this week.

Small celebrations are being held at organisations throughout the country where people are surprised with hot cross buns, chocolate eggs and muffins.

“Shoprite and Checkers will be treating about 5 000 children and elderly people in vulnerable communities across South Africa to small celebrations over the next few days,” commented Lunga Schoeman, CSI Manager for the Shoprite Group.

Responses by organisations have been heartwarming. Some of the feedback received include:

“This kind gesture by Checkers really means a lot to our children. The past year has been hard, especially for the young ones in our care,” said Ina Kotze, Fundraiser at Jakaranda Children's Home.

“I would like to thank Shoprite for this welcome gesture. We are pleased to see that there are still companies that care about community organisations,” said Blaire Miller, Psychologist at St Martin's Children's Home.

“We are very grateful to Checkers for such a kind gesture. Most of our children come from poor families and this has really lifted their spirits,” said Laura Goosen, Project Manager of the Intsika Community Project.

End