

The Shoprite Group donates to families affected by St Francis Bay fire

(28 January 2020) The Shoprite Group brought relief to the 40 families affected by the recent fires in Sea Vista, St Francis Bay, in the Eastern Cape.

The Shoprite Mobile Soup Kitchen was dispatched to serve meals of fortified soup and bread. A donation of Shoprite vouchers was also made to the Masikhathalelaneni NPO (non-profit organisation) to buy food and toiletries for the affected families

The chairperson of Masikhathalelaneni NPO, Freddie Van Rooyen, said that Shoprite's relief efforts have helped considerably to alleviate the pressure on people in need. "I would like to thank the Shoprite Group on behalf of the Sea Vista community for ensuring that the affected families are well fed during this difficult time. In addition to all that Shoprite has done, they are also assisting us to register our NPO to receive surplus food from the nearest Checkers store to enable our organisation to feed more people in need. For that we are truly grateful."

"In the current pandemic and difficult economic times the Group is committed to act for change in the communities we serve, even more so when disaster strikes," says Lunga Schoeman, CSI Manager for the Shoprite Group.

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Photo caption: The Shoprite Mobile Soup Kitchen getting ready to serve Sea Vista community members with a nourishing meal.