

Shoprite quick to support those affected by KZN floods

(12 April 2022) Following yesterday's heavy downpours in parts of KwaZulu-Natal, Shoprite acted swiftly to bring relief to affected communities by dispatching three of its Mobile Soup Kitchens to alleviate hunger on the ground.

With a fourth Shoprite Mobile Soup Kitchen on route, they will continue to serve warm and nutritious meals to those displaced and affected by the floods for as long as necessary.

The retailer has also redirected its [#ActForChange Fund](#) till point donation facility to support local organisations assisting with relief efforts on the ground. This Fund enables customers wishing to support the relief efforts to donate as little as R5 at till points in all [Shoprite](#), [Checkers](#) and [Usave](#) stores nationwide.

In addition, it will donate essential food parcels – containing rice, maize meal, cooking oil and other non-perishables – and blankets to the [Gift of the Givers](#) Foundation and [Ashraful Aid](#) to distribute to families. It has also donated R30 000 towards [East Coast Radio's](#) Big Favour to further support hunger relief efforts, as well as basic food items – including energy drinks and snacks – to support the emergency and frontline workers.

“Shoprite will always avail its resources to assist disaster-stricken communities. We remain in close contact with the relevant organisations assisting with relief efforts to determine what aid is required and how we can support relief efforts,” said Sanjeev Raghubir, Sustainability Manager at the Shoprite Group.

People wanting to assist family and friends in need, can buy [virtual vouchers](#) that are and send directly to the recipient's phone to buy groceries or other essentials.

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