



## PRESS RELEASE

### THE SANTA SHOEBOX PROJECT CELEBRATES ITS 10<sup>TH</sup> BIRTHDAY WITH “MORE THAN JUST A SHOEBOX”

This year the Santa Shoebox Project celebrates its 10th birthday. In the 10 years since the project began in a suburban home, it has distributed more than 550 000 personalised shoeboxes to children from socially disadvantaged backgrounds across South Africa and Namibia. More than 50% of those shoeboxes reached children in far-flung rural areas.

The theme for the 2016 campaign is “More Than Just a Shoebox”, focusing on how the donation of a Santa Shoebox not only gifts the recipient child with a personalised shoebox filled with daily necessities, but also instils a sense of self-worth and presents the child with the promise of a better education, improved hygiene and dental health and those simple things that every child should enjoy, sweets and a toy.

“To see so many lives touched by this project every year is simply awe-inspiring,” says Chief Executive Officer Irené Pieters, “especially considering that each one of our 50-or-so drop off locations are run by volunteers who want nothing more than to see delighted and joy-filled smiles on children’s faces at Christmas-time.”

“Some of the most touching moments are the expressions of gratitude from recipient children’s parents who aren’t in the position to buy their children Christmas presents and are so grateful to strangers who are willing to step forward to do so. It’s an annual reminder of the generosity and compassion of South Africans everywhere and we hope to continue this work for another 10 years at the very least.”

ENDS





#### **EDITORS NOTES:**

The public is asked to participate in the Santa Shoebox Project by visiting [www.santashoebox.org.za](http://www.santashoebox.org.za) from 1 September 2016 to register as a donor and select the name and age of a child for whom to make a shoebox.

The gift wrapped Santa Shoeboxes need to be dropped off at central distribution points across the country on designated dates in October. (A list of drop off locations and dates can be found here: <http://santashoebox.org.za/find-my-local-dropoff/>)

The following 10 items are required to complete a Santa Shoebox:

1. Standard sized shoebox or plastic container, colourfully decorated
2. Barcoded label which the donor will receive upon pledging online
3. Toothbrush
4. Toothpaste
5. Facecloth
6. Soap
7. Toy
8. Outfit of clothing
9. School supplies
10. Sweets

Please note that all items must be age-appropriate and new





## About The Santa Shoebox Project

The Santa Shoebox Project is an initiative of the Kidz2Kidz Trust, a registered Public Benefit (PBO 930031301) and Non-Profit Organization (NPO 102-098) with Section 18A status and is a Level Four B-BBEE Contributor. PwC are the official auditors of the Santa Shoebox Project.

## For more Santa Shoebox Project

For details on how to pledge, how to pack a Santa Shoebox and other FAQ visit:

[www.santashoebox.org.za](http://www.santashoebox.org.za)

Facebook: <https://www.facebook.com/SantaShoebox/>

Twitter: @SantaShoebox

Instagram: @SantaShoebox

YouTube: <https://www.youtube.com/channel/UCKcOR4UxYn4vD2039X2oMxg>

Pinterest: <https://za.pinterest.com/santashoebox/>

## For more information, please contact:

Cherna Misrole

Senior Account Manager – Positive Dialogue Communications

021 461 5108 / 076 772 9717

[cherna@positivedialogue.co.za](mailto:cherna@positivedialogue.co.za)

High Resolution Images are available

