

## CANAL WALK



May 2019

### **A Festive July this Mandela Day at Canal Walk Shopping Centre**

*Spend your 67 minutes packing Santa Shoeboxes filled with love on 18 July*

Canal Walk Shopping Centre (CWSC) will be the place to be this year, for the annual celebration honouring Madiba's desire to unite all South Africans and to do good. The Centre Court will be transformed into a hive of activity and early festive season cheer with the packing of thousands of Virtual Santa Shoeboxes – the CWSC Corporate Social Investment beneficiary for 2019.

The Santa Shoebox Project (SSB) is aiming to provide a total of 100 000 gift boxes this year. To help them reach this, the target on Mandela Day is to pack **3000 boxes**, which will be delivered later in the year by SSB to some of the most under privileged children in South Africa. This is made possible through the use of **Virtual Santa Shoeboxes (VSS)**. Explaining how these VSS work, CEO of the Santa Shoebox Project, Deb Zelezniak said: "The Virtual Shoebox was designed with the most profoundly under privileged children in mind. It connects donors living far from drop off points with rural children who have zero access to donors."

On Mandela Day, Santa Shoebox Project supporters (volunteers, corporate teams, shoppers, school children, visitors to the centre and more), will have the opportunity to pack boxes. The VSS may be the only gift these young children – aged between two and seven years – will receive this year. "Thank you to Canal Walk Shopping Centre for hosting the Santa Shoebox Projects' Mandela Day event and to all our generous sponsors and volunteers for your incredible support. Because of you, a Virtual Santa Shoebox will bring love to profoundly underprivileged children living in remote rural areas, as every box will include a hand written note. Knowing that someone cares, is priceless for these children," smiled Zelezniak.

### *Ways to get involved this Mandela Day*

- Purchase Virtual Santa Shoeboxes at R400 per box
- Volunteer on the day to pack as one of the eight teams over eight sessions starting at 09H00
- Or, both!
- Sponsor a team or book a session for corporate team building.



To register please email: [mandeladay@santashoebox.org.za](mailto:mandeladay@santashoebox.org.za)

If past Mandela Day events at CWSC are anything to go by, the day will be filled with supporting entertainment, many people and much laughter – the ideal place to spend 67 minutes of doing good.

Echoing this sentiment, CWSC Marketing Manager Vanessa Herbst commented: “We are delighted that we will be supporting the Santa Shoebox Project this year – it is such a worthwhile and uplifting cause. Each and every person can make a difference in the life of someone less fortunate. By just spending 67 minutes you know that your kindness has a much longer term effect possibly even for a lifetime especially when the boxes are opened.”

Goodies that will be included in each of the boxes that will be packed on 18<sup>th</sup> July 2019 and provided free-of-charge by Stor-Age, will include:

- Brightly coloured lunchboxes from Addis
- Clothing vouchers from PEP Stores
- Sweets from Manhattan Sweets
- Toothpaste and toothbrush from Procter and Gamble
- Teddy bears from RNA Distribution
- Crayons and play-dough from DALA
- Face cloths from Miss Lyn
- Stationery from Trefoil
- Colouring-in books
- Boys – ball and or a truck/car
- Girls – princess tiara or a tea set

The 2019 Mandela Day will drive awareness around #ActionAgainstPoverty. The underprivileged rarely have the delight of opening a new present, so make your presence count this year by taking action and joining in to do your bit to eradicate poverty.

**Social Media Handles**

#MandelaDay #SantaShoebox #ActionAgainstPoverty #CanalWalk

Twitter: @canal\_walk

Instagram: canalwalk

Facebook: Canal Walk Shopping Centre

Twitter: @SantaShoebox

Instagram: santashoebox

Facebook: Santa Shoebox Project

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#### **About Canal Walk Shopping Centre**

Canal Walk Shopping Centre is Africa's leading super-regional retail mall. Its dominant presence attracts diverse shoppers from an extensive portion of the Western Cape, and further afield, with its comprehensive retail and leisure options. Canal Walk merges the world's most desirable brands with shopping convenience and entertainment with everyday leisure, all in a majestic setting. [www.canalwalk.co.za](http://www.canalwalk.co.za)

#### **About Santa Shoebox Project**

The Santa Shoebox Project is an inspiring community initiative that collects uniquely personalised gifts for underprivileged children. Equally, the project is about parents teaching their own children the Joy of Giving.

The gifts are distributed to children from vulnerable socio-economic backgrounds, who may never before have received a gift. The project is unique in that the donor knows the name, age and gender of the child to whom the gift is given. The project is supported by an extensive network of volunteers across South Africa and Namibia – kind-hearted people who give freely of their time, energy and expertise without remuneration. [www.santashoebox.org.za](http://www.santashoebox.org.za)