



10 MAY 2011

MEDIA ALERT: THIRD CHARITY BENEFITS FROM MIDVAAL CYCLE CHALLENGE

Midvaal, Gauteng – 10 MAY 2011 = MIDVAAL REACHES OUT

More than 30 children from the Lewenslig home for the mentally disabled benefited from the Midvaal 90.6 FM cycle challenge which was held in November 2010.

Lewenslig is a charity that provides specialist assistance to children and young adults with mental disabilities.

As part of the sponsorship package each sponsor, namely Midvaal Local Municipality, VCR 90.6FM, Rescom and Old Mutual were given the opportunity to choose a charity of their choice who would receive a certain amount from the proceeds raised. Beneficiaries of the sponsorship are charitable organisations. Thus far Tour de Walkerville, Jeugland Old Age home and Lewenslig Home have received donations. One more beneficiary will be identified before the end of May.

Forging links with the local businesses and the community is an integral part of Midvaal's ongoing objective to create a caring environment and provide assistance where needed. By joining hands with other roleplayers in the area, more success is achieved in staging an event and the positive impact of the outcomes of such an event (e.g. the amount of proceeds available for distribution to deserving bodies) is enhanced.

More is achieved through cooperation and collaboration!

For Media Enquires Contact:

Mary Sanderson

Public Relations and Marketing Department

Cell: 082 059 6392