

## **PRESS RELEASE**

### **More To Benefit From Laudium Community Fun Walk 2016**

The exponential growth of the Annual Laudium Community Fun Walk since it started in 2013 will result in even more needy people being assisted this winter.

The 4<sup>th</sup> edition of the Walk on Sunday 29 May saw more than 3 000 supporters from all over Gauteng and even some from neighbouring provinces packing out the Rosina Sedibane Sport Stadium as many of them took on the streets of Laudium in the 7km walk.

Even the weather played along beautifully after severe storms forced the postponement of the event from its originally planned date of a fortnight ago.

Young and old as well as families, some even with toddlers and babies in prams, participated in the walk, thereby ensuring more funds for buying blankets and food parcels for underprivileged families and orphans living in shelters on the streets around the City of Tshwane.

Supporters and family members who waited at the stadium for the walkers' return had a host of entertainment and education facilities to keep them busy, from displays of exotic animals to food stalls offering items to suit all palates.

The main attraction this year, besides the Fun Walk, was the very popular Bounce INC from Midrand, that constructed an enormous outdoor trampoline park.

This year the early morning activities were focused on educating and entertaining the whole family, but specifically targeted the younger generation to raise awareness of charity in addressing the plight of the homeless and hungry and the importance of reaching out to the underprivileged in their time of need.

Experts were also on hand giving advice on how to maintain an active healthy lifestyle and educating children about wildlife and nature conservation

Asgar Mahomed, Managing Director at Esquire Technologies, said: "This annual event is a key part of our social responsibility programme, which we view as an important part of our overall business focus and putting life into perspective. It is so easy to get caught up in the little problems of life that we lose focus on what is important - to support our communities and also encourage them to get involved as much as possible during the coming winter months."

Mrs. Kulsum Moosa, a member of the Caring Women's Forum (CWF) Pretoria, said: "This event is one of the forum's most important annual fundraiser on the calendar. Even more than the great support from Esquire Technologies, the contributions of the generous public has ensured that we can now start purchasing the blankets and food parcels and distributing them as soon as possible."

"We have already identified a number of areas around the City of Tshwane that are desperately in need to blankets and Food parcels," Moosa added.

Esquire Technologies and Caring Women's Forum (CWF) Pretoria were recognised for the efforts by an acknowledgement by the Member of the Mayoral Committee (MMC) Sports, Recreation, Arts and Culture Councillor N Tyobeka Makeke in her early morning address to a crowded Rosina Sedibane Sports Grounds.

“We are honoured to be recognised for our efforts, this recognition further solidifies a great partnership between Esquire, CWF Pretoria, and this is a testimony for all the hard work our teams have put in over the last three (3) Years “concludes Moosa

Mahomed acknowledged the cooperation of a host of people who made the event possible.

“It would not be possible without the enthusiasm and outpouring generosity of the countless number of people such as the volunteers, youth movements, corporates, doctors, television and social media platforms such as ITV Networks and Zee TV, Laudium BBM Services, Laudium Info as well as Laudium Community Organisations such as Rescue 786, Laudium Disaster Management and Laudium Police Reservist, Tshwane Metro Police and Laudium Councillor Mr Farouk Essop.

“It is humbling to see how the local community got involved – both young and old, actively driving change in our community that made this event a huge success as they tirelessly worked behind the scenes,” concluded Mahomed.

#### **EDITORS NOTE:**

The Annual Fun Walk for a Blanket and Eliminate Hunger has been a huge success building awareness and collecting funds over the last three years. More than 5 000 Blankets and food parcels which have already been distributed to the needy by the Caring Women's Forum Pretoria (CWF) a non-profit Organisation which was established in 2005 and focuses on the upliftment of the community at large.

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