

KayCee Rossouw steps up for Human Rights Day

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Algoa FM's KayCee Rossouw has embraced an initiative that challenges him to step out of his daily routine and into the lives of people living in Walmer Township for five days and nights from 13-18 March 2016. The project called 'In Their Shoes' aims to develop a culture of empathy, and to increase awareness about the obstacles facing people who live in previously marginalised areas.

"This year our focus is Walmer Township. We will have 10 men and women stepping out of their daily routine to live 'In Their Shoes' for a week. KayCee Rossouw was the first person to embrace this initiative, and we are eternally grateful to both KayCee and Algoa FM for the support," says Managing Director of KICK, Lauren Stretch.

The initiative called 'In Their Shoes' was started by KICK in 2010, with the aim to create awareness about those less fortunate while raising funds in order to provide infrastructure to Early Childhood Development sites and centres across the Eastern Cape.

KICK's focus for 2016 is to create awareness of basic human rights and raise funds to equip Heatherbank Primary with a Grade 4 class for 2017. The school offers private school opportunities to children from Walmer Township. Heatherbank currently only has classes from age three to Grade 3. Without the new class the current Grade 3 class will have nowhere to go in 2017. All of the learners come from Walmer Township where schools in the area are either full or overcrowded.

"When I heard about the project, I immediately knew it would be a great project for us to get involved in, not only will we be able to help KICK raise the much needed funds, but through this campaign we'll be able to highlight the challenges facing majority of South Africans as we approach Human Rights Day on Monday, 21 March 2016. Education, after all, is one of our basic human rights," says Algoa FM's PR and CSI Manager, Jennilee Peremore.

"I'm grateful that the station approached me to be part of this project, I'm always game for anything where I can make a positive difference and help uplift our community," says KayCee Rossouw.

Corporates and individuals can also get involved in big or small ways to help KICK realise this dream; simply SMS **KICK** to **48769** at R10 per SMS to donate. All corporates who make donations of R500 and more will be listed on the Algoa FM website. Corporates who make donations ranging from R1,500 – R4,000 will be mentioned on Algoa FM and their logos will be displayed on all KICK Facebook pages. Donations of R5,000 plus, will in addition, be interviewed live on air by KayCee from 09h00-12h00 between 14 and 21 March.

For more information on how to support this project contact Lauren Stretch on lauren@earlyinspiration.co.za. Alternatively visit www.algoafm.co.za.



The Sibeko family from Walmer Township welcomes KayCee Rossouw into their home for five days during March in support of the KICK 'In Their Shoes' initiative. From left are the two sisters Sibulele (17) and Emihle (7), KayCee Rossouw (Algoa FM presenter) with mom Vuyolwethu, and Ellen Lovemore (principal of Heatherbank Primary School). They'll also be joined by father and husband Humphrey Sibeko.

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