



Pick n Pay mandarins raise funds for hospitalized children from across Africa

It has become customary for Pick n Pay to leverage the popularity of mandarins for the causes close to their heart. Last year the South African retailer collected funds for food security as well as for cancer research through their mandarin sales.



Blue boxes of mandarins on display with Pick n Pay's other citrus at the Constantia branch, Cape Town (photo supplied by Pick n Pay)

This year, the South African retailer is assisting the Children's Hospital Trust which raises funds for the treatment of children at SubSaharan Africa's largest hospital exclusively for child patients, the Red Cross War Memorial Children's Hospital in Cape Town.



The funds raised will go to the Family Care Project, set up by the Trust, to assist financially vulnerable patients and their families with their basic needs while children are undergoing medical treatment.

Right: Dewald Naudé, Pick n Pay buyer, with Paolo Pera of NuLeaf Brands

"What often happens," Rebecca Fifield, Pick n Pay food technologist explains, "is that children are unable to go back for follow-up treatments which are vital in their recovery because their families cannot afford the transportation or accommodation costs and other basic needs like food."

Only burns unit for children in Africa

The burns unit at the Red Cross Children's Hospital is the only specialized burns unit in Africa and treats around 320 children a month for burn wounds and provides them with physiotherapy. These children come from across Africa with their parents for medical care.

In partnership with their suppliers NuLeaf Brands and Market Demand Fruits, R5 from the proceeds of every blue box of mandarins sold in the month of June, goes to the Trust's Family Care Project.



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