



Rebecca Fifield – Pick n Pay

Pick n Pay mandarin sales support Africa's only dedicated children's hospital



This is the final week of Pick n Pay's annual June campaign that leverages mandarin popularity in aid of charity.

Their Crafted Collection mandarins (showcasing some of "the best varieties in the country" from expert growers) are packed into a blue box instead of the usual black one.

Last year, as FreshPlaza reported, Pick n Pay with the help of their dedicated suppliers Nu Leaf Brands and Market Demand Fruits used mandarins to generate contributions towards the family care project that pays for transport and accommodation fare for parents of hospitalized children, some coming from very far, even across Africa.

This year they're doing it again: R5 from every sale of a blue box will go towards a new centralized ward at the Red Cross War Memorial Children's Hospital's orthopaedic unit which receives 5,500 outpatients and admits 1,700 children per year .



Every winter, Pick n Pay customers respond with enthusiasm to the retailer's fundraising through soft citrus

The Cape Town hospital performs 1,000 orthopaedic surgeries a year, much of it to correct congenital deformities, with a further thousand procedures at an off-site facility. The hospital plans a 30-bed ward that brings both these facilities under one roof, offering multidisciplinary care during a single visit, reducing the number of visits required from their young patients and their parents or caregivers.

Medical and paramedical students will receive orthopaedic training at the new centre, envisaged complete by November 2024.

The blue box for the Children's Hospital Trust of the Red Cross War Memorial Children's Hospital Red Cross Hospital along with the pink box for breast cancer awareness in August will be annual features at Pick n Pay.



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