

Kfm 94.5 and CapeTalk radio: We move the people of the Western Cape

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Primedia Broadcasting Cape Town supports Sunflower Day

WE MOVE THE PEOPLE OF THE WESTERN CAPE

PRIMEDIA BROADCASTING CAPE TOWN
SUPPORTS SUNFLOWER DAY

#BeTheHope

21st September 2018 is **Sunflower Day** and two of the Cape's well-loved radio stations **Kfm 94.5** and **CapeTalk 567AM** supported the day with outside broadcasts at the Century City Conference Centre and Hotel.

Broadcasts included:



Kfm 94.5 and Tracey Lange 9am - 12pm

Pippa Hudson on CapeTalk 567AM 1pm - 3pm

Our goals for the day included raising awareness and increasing blood stem cell donors to aid patients needing a blood stem cell transplant.

CAPETALK 567AM AND KFM 94.5 SUPPORTED
SUNFLOWER DAY 2018 THROUGH:



Social media conversation (sharing blood drive news and info and debunking myths)



Live interviews with survivors, Sunflower Fund representatives



An in studio shoot at the Cape Talk 567 AM and Kfm 94.5 studios featuring presenters from across the two stations wearing the Sunflower Day toques



On-air support which included promotion of the outside broadcasts at Century City Conference Centre and Hotel on 21st September

...and the people of the Western Cape

Listeners and the people who heeded the call to support and this included corporates from ABSA, Discovery, Rabie property group, Newsclip and Century City Hotel.

WHAT DID WE ACHIEVE?

INTRODUCED BUCCAL SWAB TESTING

87

INDIVIDUALS REGISTERED
AS STEM CELL DONORS



WELLNESS DAY COMPONENT

45 CHOLESTEROL TESTS | 45 GLUCOSE TESTS | BLOOD PRESSURE

ALL OF THIS IN JUST 5 HOURS!

kfm 94.5

CAPETALK 567AM

The Sunflower Fund
Hope begins with you

CENTURY CITY
CONFERENCE CENTRE
AND HOTEL

LANCET
LABORATORIES
Play to Diagnose Excellence

CPGR
CENTRAL AND REGIONAL
& GENOMIC RESEARCH

- "Join the TLC Party: Tracey Lange is spreading warmth and care across the Cape" 24 May 2024
- "702 Walk the Talk steps into history, honouring 30 years of democracy" 23 May 2024
- "947 refreshes its weekend lineup!" 10 May 2024
- "Nisa Allie to lead credible journalism as newly appointed editor-in-chief of EWN" 18 Apr 2024
- "Nothemba Madumo launches 'Jazz & Beyond'" 10 Apr 2024

Primedia Broadcasting



Primedia Broadcasting is the home to premium radio stations in Gauteng and the Western Cape and specialises in omnichannel converged solutions that deliver results.

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