

Imagine... 3000 kids blowing a whistle

The Tigerbear Foundation launched the Pink & Blue Child Awareness Campaign.





The annual campaign took place on the 12th of August at the Ratanga Junction. On this day, they wanted to spoil their children and with the help of the business sector, the private sector and Imagine Events - this day was a huge success despite the rain in Cape Town.

Tygerbear invited more than 3000 children from schools, organisations and institutions, some of their current patients, several VIP's and celebrities on that day. Entertainment included favourites Jak de Priester, Lize Beekman, Garth Taylor and many more celebrities that brought a message of hope and magic. The whole Ratanga stage was set up as an enchanted garden and all over the stage; you could see the fairies, animals and magical characters walking around. It was a child's dream come. Little Red Riding Hood, Fairy Princess and Tygerbear were amongst many other characters that gave advice and safety tips to the kids.

After delivering an inspiring speech, Premier Helen Zille took the stand against child abuse by blowing on a whistle at exactly 12 pm. Following this all the children, over 3000, blew on a whistle of their own - making a statement of their own.

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