

Clover Nutrikids, CHOC aim for sixth Clover Nutrikids CHOC House

During Childhood Cancer Awareness Month, Clover Nutrikids and CHOC Childhood Cancer Foundation SA announced that they would once again partner up to fundraise for the purchasing and building of a new Clover Nutrikids CHOC House in Port Elizabeth. This will make it the sixth house facilitated and donated to CHOC by Clover over the past few years, as part of a beautiful journey and long term relationship between the two brands.



L to R: Oluethu Leshabane, Lillian Dube, Marcelo Palmeiro and Connie Ferguson

The various CHOC houses across the country provide a home away from home for families whose children are affected by cancer and need to travel long distances from home to receive treatment.

"Clover has been and is the most amazing partner. For the past 11 years, Clover has supported CHOC. Clover's extensive generosity over the years has meant that thousands of children, teens and parents who otherwise had nowhere to stay, found a home, care and love at a CHOC House," says Carl Queiros, CEO at CHOC Childhood Cancer Foundation SA.

In 2018, Clover Nutrikids fundraised and invested close to R2 million into the fifth Clover Nutrikids CHOC House located in Pretoria. The six-bedroom house underwent major renovations to ensure that each area of the house provided maximum benefit to the children receiving treatment as well as the CHOC employees who are vital to the children's recovery.



Clover Nutrikids donates house to CHOC

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CHOC Childhood Cancer Foundation was established in 1979 by parents of children with cancer and life-threatening blood disorders. The organisation exists to serve and support the children, parents, families and communities through their cancer journey to keep more than hope alive. Having experienced the immense emotional and financial toll that cancer

takes, they recognised there is more than one victim in the family of a child with cancer, and they bound together to support each other, children with cancer and their loved ones.

Their aim was to ease the burden on parents and families facing the same journey by providing access to relevant, accurate information, as well as emotional and practical support.

CHOC is reportedly the only organisation in South Africa that provides comprehensive countrywide support for children with cancer, life-threatening blood disorders and their families.

They have a national office in Johannesburg, six regional offices, one branch, and 13 accommodation facilities close to treatment centres. CHOC relies on corporate sponsors such as Clover and donations from groups or individuals wanting to make a difference in the lives of children with cancer.

“CHOC is all about keeping hope alive, and Clover Nutrikids makes life good for moms and way better for kids. With these two brands working together, we believe in creating hope for all children in South Africa affected by cancer. We will spend the next 10 months partnering with CHOC to help raise much-needed funds through a portion of our Nutrikids product sales to ensure that this sixth Clover Nutrikids CHOC House becomes a reality,” says Edith Molepo, brand group manager for Nutrikids.

People across South Africa can get involved by purchasing any Nutrikids product which will contribute towards the fundraising and furnishing of the home. The Nutrikids range is made up of Juices, Yoghurts, Ready-To-Drink milk and toddler’s milk powder. A donation from each Nutrikids product sold will be made towards the initiative. The product can be found in any SA retailer.

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