

UCook to hold online fundraising concert with Dave Matthews, Lira, Ndlovu Youth Choir

UCook, together with Ellerman House and Rain, will be holding an online fundraising concert on 30 October 2020. Music for Meals is aimed at raising funds for crisis relief and food-aid initiatives as well as the support of the development of longer-term, sustainable solutions to improving the overall livelihoods of South Africans.

The two-hour-long concert will feature 13 top acts, including USA-based musicians. The lineup includes Dave Matthews, Tom Morello, Ard Matthews, Karen Zoid, Lira, Majozi, Ndlovu Youth Choir, The Parlotones, Prime Circle, Springbok Nude Girls, Vusi Mahlasela, Watershed and Zolani Mahola.



UCook CEO, David Torr, describes the concert as a celebration of the two things that bring everyone in the world together – music and food – while raising funds for those in need. “Following the success of the UCook Food Fund, launched during the lockdown, it’s important for us to continue supporting our community and those feeling the effects of Covid-19, as well as raising awareness around hunger,” Torr says.

Arguably, the most impressive aspect of Music for Meals is that UCook and Ellerman House will be leveraging their existing network to ensure that all capital raised from the concert will go towards making a real, long-term difference. Torr says that UCook is committed to working with the selected organisations to benefit the people who are most in need of help. “We are utilising our resources and our relationships with other businesses and individuals to make sure we adequately support our community in this time of crisis.”



UCook Food Fund raises over R1m to help fight hunger during Covid-19 pandemic

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South Africa’s unlimited data network, Rain, has got behind the initiative to join those lending their voices to ‘the biggest concert, from your couch’. “We’re glad to be partnering on a project that’s meeting an important need at a crucial moment,” says rain CMO Khaya Dlanga.

Tickets are priced at just R80 each from Computicket for the event at 7pm on 30 October. Proceeds collected through ticket purchases and donations will go towards The Click Foundation's Disaster Relief Fund and the support of several short-term hunger relief initiatives being run by the Be The Difference Foundation and the One Bag Full Charity. Funds will also support longer-term hunger and educational initiatives such as the UCook Food Fund, Casterbridge Music Development Academy and The Click Foundation's Online Literacy Programmes.

For more information and to book your ticket, visit urbansessions.computicket.com

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