

360 bicycles donated to Qhubeka in AutoTrader #DriveChange campaign

Last year, AutoTrader launched its #DriveChange campaign across South Africa, with shopping malls playing host to the initiative. The public were invited to participate by colouring in AutoTrader's new line of company cars for R50 per spot.



The campaign's goal was to raise enough funds to sponsor bicycles to Qhubeka, an organisation that mobilises school children and other disadvantaged individuals who have to walk seemingly endless kilometres to get to school or work every morning. Currently, half a million South African learners walk for more than an hour each way every day, often on an empty stomach, leaving them little energy to concentrate on school and homework.

On Wednesday, 22 June 2016, 100 bicycles from AutoTrader were handed over to the learners at Kwabhekilanga Secondary School in Alexandra. In total, 360 bicycles were donated, as the City of Jo'burg donated one bicycle for each bicycle sponsored, through its Urban Scholar Bicycle Program. Learners who participate in the program are supported with bike safety and maintenance training by African Public Bicycles.



“We are thankful to AutoTrader, Fluor and Tarsus, as well as City of Jo’burg, for helping us to mobilise these children with bicycles. We believe that with their new wheels, the children will indeed progress and move forward at school,” said Sarah Phaweni, executive director of Qhubeka.

For more info on Qhubeka, go to www.qhubeka.org.

For more, visit: <https://www.bizcommunity.com>