

## Car Seats for Kids

Dated: 26/09/2013 12:00:00 AM



As part of IMPERIAL I-Pledge's continued commitment to road safety and to ensuring that the people of South Africa become responsible road users through education and empowerment, this year we will again be partnering with 94.7 Highveld Stereo, Wheel Well and Active Education to undertake the ever successful 'Car Seats for Kids' campaign. As

October is Transport Month, there is no better time than now to bring light to such a worthy initiative!

The car seat collection initiative, launched last year, managed to raised 750 car seats, but this year, Imperial would like issue a Call-to-Action to all IMPERIAL employees, to help us meet a doubled target of 1 500 seats. To do this, we request that you donate your used car seats and contribute towards giving a child the gift of safety during this year's "Car Seat for Kids Campaign" - taking place over the month of October.

All donated car seats will be re-upholstered, safety checked and cleaned, thanks to our partnership with Wheel Well, before distribution, to ensure that is user friendly and defect free.

Campaign updates and drop off points will be announced on the Breakfast Xpress show on 94.7 Highveld Stereo during the month of October. All collection points will also be advertised on the Highveld website.

I encourage you to all get involved in this worthy cause - ask families and friends if you do not have a car seat that is not being used - and help IMPERIAL make a real difference this Transport Month!

For additional information, please email Niki Cronje - [ncronje@ih.co.za](mailto:ncronje@ih.co.za)

Kind Regards  
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Source: [IPledge](#)