

Willowton's ray of Sunshine

Excited cries of "Inkosi Yami!" an isiZulu phrase meaning "My God" could be heard on Wednesday, 2 June 2010 at the Umbumbulu Post Office in KwaZulu-Natal when Sunshine D's promotional team began serving queuing pensioners slices of bread smothered in delicious Sunshine D margarine.

The long queue was immediately transformed to a ray of 'Sunshine'!

"In keeping with our pledge to serve and uplift communities at grassroots level, Willowton Oil, manufacturers of Sunshine D Margarine, has embarked on a national feeding scheme which will reach almost 20 000 senior citizens and over 160 000 school children," says Hilton Cairns, National Marketing Manager of Willowton Oil.

In addition to the feeding scheme, Willowton is using the opportunity to educate the community on the benefits of following a healthy eating plan. As well as a slice of bread spread with Sunshine D margarine, recipients are given samples of Sunshine D and information pamphlets highlighting smarter food choices and money-saving tips.

"Dieticians from Willowton have prepared the information pamphlet with several guidelines for healthy living. Senior citizens cannot afford to seek advice from a dietician and may need dietary guidance. Simple lifestyle choices like drinking more water and including fruit in their daily diet can make a world of difference to the aged. Our focus is not just about manufacturing products but also caring and educating the communities we serve," continues Cairns.

"This is the first year that Willowton has embarked on such a large feeding scheme and its outcome will determine whether it will become an annual initiative" says Cairns. Four hundred schools and forty Pension Pay Points will benefit.

Apart from the feeding and educative part of the scheme, schools will have the chance to enter the Sunshine D sponsored colouring-in competition with a prize of R100 000 towards bettering their school. The prize will be given to the school submitting the most correct entries.

Mrs. Queen Bhengu, Deputy Principal at Ngilozi Primary School in Umlazi, one of the schools which benefited from Willowton's generosity on Friday, 4 June says they are delighted to have been selected by Willowton.

"Sunshine D is a product our learners know and love. We are also very excited to be given the opportunity of winning R100 000 and are determined to be the winning school," she says.

"We are pleased our efforts are contributing to the well-being of the impoverished and will continue to champion the plight of rural communities," concludes Cairns.

Ends

Captions:

Willowton 3: Doreen Mbanjwa (left) and Busisiwe Miya (centre) both pensioners from Umbumbulu were pleasantly surprised last Wednesday, 02 June 2010 when Hilton Cairns (right), Marketing Manager for Willowton presented them with samples of Sunshine D margarine, slices of buttered bread and an information pamphlet on healthy eating, while they waited to collect their pension at the Umbumbulu Post Office.

Willowton 15: Pictured from L-R are Amahle Simelane, Andiswa Nyuswa, Lwandile Gabela, Malwande Mnguni and Simphiwe Hlabisa (front), pupils of Ngilozi Primary School in Umlazi who benefited from the Sunshine D Promotion that took place at their school on Friday, 4 June 2010.

This release has been circulated on behalf of Willowton Oil.

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