



MEDIA RELEASE

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Turning Toys into Smiles: Safripol Toy Campaign 2024 Underway at Blue Route Mall

Cape Town, 1 November 2024 – What if a single toy could spread joy twice? That’s the idea behind the **Safripol Toy Campaign 2024**, which Blue Route Mall is proudly supporting once again. From 1 November 2024 to 15 January 2025, the community is invited to donate pre-loved toys, giving them a new purpose in the hands of children who need them most.

This campaign goes beyond just bringing joy, it promotes environmental sustainability by reducing waste and encouraging reusing toys. Every donation helps brighten a child’s day while contributing to a more eco-friendly future.

"Every toy has the potential to create unforgettable memories. With this campaign, we're committed to making sure those moments endure" says Wendy Radford, Centre Manager of Blue Route Mall. "By donating, you’re not only sharing happiness but also helping protect the environment. This year, we’re focused on quality donations to make sure every toy has a bigger impact."

One Act of Kindness Make a Difference

Blue Route Mall is setting a challenge: can we collect **1 000 toys or more**? Blue Route Mall’s trademark is compassion, let’s come together and reach our target in the spirit of generosity. Every toy counts, and together, we can make this year’s campaign bigger and better! Seventy five of the donated toys will be given to the children that are attending the Tokai Lions Club children’s Christmas party on 7 December.

Remember your favourite childhood toy and how much it meant to you? For many children, favourite toys aren’t just playthings, they become cherished companions and help create core memories that last a lifetime. But for disadvantaged children, those special toys can be out of reach. By donating to the Safripol Toy Campaign, you’re helping make those core memories a reality. Each toy is more than a gift; it’s an opportunity to offer a child moments of joy, imagination, and comfort that they might otherwise miss.

The Safripol Toy Campaign isn't just about collecting toys, it's about making a meaningful difference in three key ways:

1. **Spreading Joy:** Every donated toy will go to a child who might not otherwise have access to such treasures.
2. **Supporting Sustainability:** Donating pre-loved toys reduces waste and fosters a culture of reuse, benefiting the planet.
3. **Shaping a Better Future:** Your contribution helps support sustainability and community, creating a brighter, more responsible world.

Blue Route Mall invites everyone to participate in this year's campaign by donating pre-loved toys at designated collection points situated outside Toys R Us on the first floor and Archive on the ground floor from 1 November 2024 until 15 January 2025. Each toy will be cleaned and prepared, ready to bring joy to a child in need.

"This campaign is a chance for all of us to give back," adds Radford. "Whether you're a parent, grandparent, or just someone with a spare toy, your donation will help shape a future filled with smiles and sustainability."

At its heart, the Safripol Toy Campaign is about making a difference, both for children and for the environment. Blue Route Mall, in partnership with Safripol, is committed to building a more sustainable world through initiatives like this. The campaign shows how small, thoughtful actions, like donating a toy, can lead to positive change for both people and the planet.

Donate your pre-loved toys at Blue Route Mall from 1 November 2024 to 15 January 2025 and help bring joy to a child this holiday season. Together, we can make it happen! Your act of kindness can help a child create lasting core memories. Every donation counts, and together, we can make a lasting impact.

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