

Cape Town International Convention Centre (CTICC) press release

For immediate release

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CTICC partners with Santa Shoebox Project and becomes biggest drop-off site

The partnership between the Santa Shoebox Project and the CTICC has been going from strength-to-strength and this year was no exception.

The CTICC is Santa Shoebox's biggest drop-off site - there are 54 sites in South Africa and Namibia – and the centre has been partnering with the community organisation since 2013.

For two days in October, the CTICC hosted this amazing community organisation, which encourages people to pledge and donate shoeboxes filled with educational supplies, a toy, an item of clothing, a facecloth and soap, toothpaste and toothbrush, and something sweet, to thousands of underprivileged children in South Africa and Namibia.

"The CTICC is committed to its role as a responsible corporate citizen and encourages the development of local communities and community organisations. We first got involved with Santa Shoebox in 2013, and we knew immediately that we wanted to do more. Santa Shoebox provides so many children with smiles during the festive season and we are proud to be able to provide the space and logistical support for this incredible initiative," said Julie-May Ellingson, Chief Executive Officer at the CTICC.

Each year Capetonians pledge and donate between 25 000 and 30 000 shoeboxes. The CTICC recorded 19 000 people using the centre as drop-off site. Santa Shoebox announced that this year 100 201 boxes will be distributed to disadvantaged children.

"We are exceedingly proud to be associated with the CTICC and feel the association reflects very well on the project, imbuing it with status and professionalism. We sincerely appreciate the support shown to the project by all the suppliers linked to the CTICC, and feel in safe hands with their guidance and advice. We hope to continue hosting our flagship drop-off at Cape Town's flagship conference centre for many years to come," said Deborah Zelezniak, Chief Operating Officer at Santa Shoebox.



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