



# Africa We Care

*Dedicated to the alleviation of suffering in Africa*

## Fundraising Campaign for Breast Cancer Benefits African Women

For two years in a row, **Africa We Care** has been the recipient of thousands of brassieres from **91.7 FM Radio Station in Edmonton, the Bounce**. In its annual fundraising campaign dubbed “Bras Across the Bridge” in support of the Breast Cancer Foundation, the Edmonton radio station collects many thousands of brassieres. For every brassiere it receives, the radio station donates one dollar towards the fight against breast cancer.

At the end of the fundraising campaign, the radio station in turn donates all the brassieres it received to **Africa We Care**, an Edmonton based non-profit empowerment organisation dedicated to the alleviation of suffering in Africa. Talk of killing two birds with one lob of the stone!

**Africa We Care** volunteers sort and bundle the bras into bales of 55 kilograms (121 pounds), which are then shipped to Africa. Last year a total of 16 bales was realised from the bras donated by **91.7 FM, The Bounce**, which were then shipped to Africa.

We are still in the process of sorting and baling the donation from this year’s campaign. I am sure the proceeds will be greater this year. Now, that’s a whole lot of support for the women of Africa. And we thank **91.7 FM, the Bounce** for caring about Africa.



*Matthew and Sarah are unloading two vans from 91.7 FM, The Bounce, that delivered the bras in several trips.*



*Michelle unloading boxes of bras.*



*Boxes and bags of bras inside the Africa We Care warehouse.*



*Sarah, Matthew and Michelle of 91.7 FM, The Bounce pose for pictures after the final unloading.*

Prepared by:

Chukwuemeka P.M. Obiajunwa • Executive Director, Africa We Care  
17806 – 107<sup>th</sup> Avenue, Edmonton, Alberta, Canada T5S 1J1 • Tel: 780-486-5552

[cobiajunwa@africawecare.org](mailto:cobiajunwa@africawecare.org) • [www.africawecare.org](http://www.africawecare.org)