

Lucas Radebe welcomed as one of the new “voices for Hospice”

In a drive to increase public awareness and change the perceptions of Hospice from “death and dying” to “quality of life”, a sponsored media campaign called *“Have you been touched by Hospice?”* has been staged.

“A brand is a perception in the hearts and minds of people, an emotional relationship, and brand ambassadors need to understand the ethos and purpose of an organisation, they have to be genuine and sincere and really believe in the work that they do. When we looked to appoint “voices” for Hospice, Lucas Radebe and Jacques Kallis provided the perfect choice”, says Jenny Handley, brand strategist and campaign organiser.

Lucas Radebe and Jacques Kallis were secured to become brand ambassadors for the organisation, the official voices for Hospice, because there is natural synergy and empathy; they understand the multidisciplinary and practical care offered by Hospice. Their sporting prowess and healthy personas signify “quality of life”, and their international profiles will assist Hospice in gaining positive attention from the public so that they can then convey their message. A large part of hospice care is for the family, and they have a sincere understanding of this value and support. Most importantly, both sportsmen have been touched by Hospice. Lucas lost his father to cancer, and last year, his wife and mother of their two children (Lucas Hugo, aged 10 and Owami, aged 5) died in the care of Hospice on 11 October 2008. Jacques and his sister, Janine Kallis, also lost their dad to cancer, and experienced hospice care.

The media have donated free space in magazines and newspapers, on television, radio and online. etv have produced a television advertisement with Lucas, and Primedia a radio advertisement with Jacques. Grapevine has sponsored a sms “Virtual Voice” campaign so that people who would like to voice their support of this cause, can send a donation by sms. Other sponsors include

Tandym Print, adidas, Barbara Lellyett design, Jac de Villiers photography and Gallo Images.

Lucas was present at the HPCA conference at St Georges Hotel and Conference Centre in September, and was welcomed by the CEO of HPCA, Dr Liz Gwyther. She gave him a certificate of acknowledgement in thanks, and Lucas, formerly captain of Bafana Bafana and Leeds Football Club, gave the “captain” of HPCA a signed jersey in return!

Lucas plans to visit his local hospice on Saturday 10 October to commemorate the life of his beloved wife, and to show his gratitude.

Show that you care – sms “hospice” to 40772 (cost of sms R20) – and you may win a signed Bafana Bafana jersey.

For further information, contact Wanika Rusthoi on 021-686 0287 or e-mail info@jhpr.co.za or visit www.hospicepalliativecaresa.co.za