



MEDIA RELEASE # 11 May 2011

SOUTH AFRICAN NATIONAL BLANKET DRIVE 2011

The power of social networking and the strength of the SA Twitter community has flexed its muscles once again and the Twitter Blanket Drive (“#TBD”) is underway once again.

[#TBD](#) is a South African national charity drive managed and supported by the local Twitter community. “#TBD” is the Twitter hashtag that you can use to look up all related posts and information. “#TBD” is the acronym for “Twitter Blanket Drive”. The idea is for “Tweeps” to meet up (“tweetup”) at venues around the country on the same day, at the same time to share a warm cup of coffee – and to donate a blanket or two. There are 800 000 Tweeps in SA. If 1% contribute we can raise 8 000 blankets. There are 4 ways to participate and show your support: RSVP and attend a Tweetup. Don’t forget to bring a blanket to donate.

In 2011 [@melanieminnaar](#) posted a Tweet on Twitter suggesting that it would be great if the SA Twitter community (SA Tweeps) could donate blankets to those in need this winter. That tweet raised hundreds of blankets and over R25,000.00 in cash donations that were distributed to organisations and needy people countrywide.

Several corporate have shown their support for this initiative by either matching blanket collections in cash or by holding staff blanket drives to contribute to #TBD.

You can donate blankets and clothing. New or used. Cash donations can be made as well but only directly to the selected charities for #TBD 2011. We will publish links to their websites or make their banking details available to you via www.twitterblanketdrive.co.za. Please note that #TBD *is not* an NGO or official charity organisation – no cash donations should be made to any person representing #TBD. This is viewed as fraudulent and therefore illegal.

Events take place on Saturday, 4 June 2011 in the following centres:

Province	Area	Venue	Time	Twitter host
Gauteng	Sandton	Crowne Plaza Hotel, Rosebank	6pm – 10pm	@MelanieMinnaar
	Benoni	The Coffee Shop, Rynfield	6pm	@jackiejvr
	West Rand	SilverStar Casino	6pm	@ReneeEverett
	Pretoria	The Blades	6pm	@sdiedericks
Western Cape	Cape Town	NewsCafe at Artscape	4.30pm	@alambchop
	Hermanus	OCF offices, Gateway Centre	6pm	@talitharabie
	Plettenberg Bay	Fynbos Ridge Country House	6pm	@fynbosridge
	Somerset West	TBC	6pm	@Helderberginfo
	Knysna	Mitchell’s Brewery beer garden	2pm – 4pm	@marleneboyce
KwaZulu Natal	Durban	Luna Rossa, Gateway S/C	11am - 4pm	@waewest
	Durban north	Livingstone Gastro Pub, Glenore Centre	6pm - 8pm	@askashe
	South coast	The Bistro, Ramsgate	6pm - 8pm	@SouthCoastLive
Eastern Cape	East London	TBC	TBC	@slummiesgirl
	Port Elizabeth	Vovo Telo Pizzeria	6pm	@mon_tays

RSVP’s are encouraged and can be done online via the official #TBD website; www.twitterblanketdrive.co.za

For anyone wishing to donate but who cannot attend any of the events, Williams Hunt dealerships nationwide are once again drop off points for blankets and clothing (no cash donations). For more information visit www.twitterblanketdrive.co.za

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