



Wheel Well

Milestone achieved - 10 000 Car Seats found children to keep safe

We have reached a magnificent milestone with our international award-winning Car Seats for Kids campaign – 10 000 car seats handed to parents who cannot afford these lifesaving necessities new.

From our very first car seat handed to Esmerelda and Baby Jordan at our launch on 12 April 2012 to our 10 000th car seat on 25 November 2021 has been an amazing journey. The special moments along the way are too numerous to mention. We have been blown away and left speechless by the generosity of companies and individuals alike. There are no words that can

express our deep gratitude, our wonder and awe at the huge support we have enjoyed. We thank everybody that has accompanied us on this journey, some for the long haul, some for a short while only, but all meaningful in us reaching this point in our campaign.

A special word of thanks must go to Discovery Insure, Triple Orange, Supa Quick, Born Fabulous and Baby Yum Yum for the delightful gifts to shower on the unsuspecting family who walked into our shop yesterday. A complicated situation prevents us from naming the family, but I can assure you that they were deeply appreciative of all the wonderful gifts. All these blessings could not have gone to a more deserving family.

We look forward to the next stretch of our journey with you with great expectations and I know the wonderful moments that defines this campaign will come thick and fast.

Our next and much anticipated milestone ahead is our 10th birthday on 12 April 2022. We also look forward to every car seat donated, every family that benefits and every beautiful child that we have the privilege to meet. There is still much work to be done, but in you we have the wind beneath our wings to achieve that.

With much love and gratitude

Peggie and Team

