

Kilowatt AV ride for charity

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In March earlier this year, Kilowatt AV raised R35 000 for the charity Songo, besides supplying the full technical support, at The Cape Argus Pick n Pay Cycle Tour.

“Every year Kilowatt AV chooses to back a charity,” commented Dillon Jearey, Managing Director at Kilowatt AV. “We feel that by doing this we can add significant value with cash and services donations. We look for charities that do not facilitate basic life needs but rather focus on inspiring people and helping them get excited about life and the awesome opportunities it presents. For the last two years we have supported Songo, a charity that uses cycling to inspire and uplift a community.” More info can be found at www.songo.info.

Kilowatt AV’s main drive for their charity is entering a team into the Cape Argus Pick n Pay Cycle tour and then raising money through suppliers and other friendly companies. DWR Distribution was pleased to be one of the sponsors. “It is a fantastic team effort and it is a really enjoyable day. We stick together and we all cross the finish line with high spirits and sore legs!” said Jearey.



The race is held the second Sunday of March each year and tours the Cape Peninsula. “Kilowatt AV was responsible for all technical support for the event and with it being the biggest timed race in the world, you can imagine it required a lot of tech support,” he explained. “This unfortunately meant that all staff were busy on the day. We did, however, get Donald Clarke from C&S Audio to don a Kilowatt AV jersey and cycle for a good cause. All the other cyclists in our team came from other sponsoring companies.”

The Kilowatt AV team had a mixed bag of riders varying in skill and fitness levels, the eldest being 65 years old, participating in the 109km race. “I would say the biggest challenge was getting everyone to the start on time, getting everyone to stick together and not stopping too long for beers and boerie rolls along the way,” teased Jearey. “We really did it for the beauty and the fun of the race. It was for a great cause and for great camaraderie.”



Dillon Jearey from Kilowatt AV and Donald Clarke from C & S Audio

If there is one thing Jearey has learnt from his many mentors in life, it is to always give back more than you take. “This was a fantastic drive that united not only suppliers of Kilowatt AV, but it also allowed us to give back to the community and be involved in an event that is extremely important to Cape Town,” he said.