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Jade Skinner, the pedalling champion seen here with DWR's Duncan Riley.

At the recent DWR Exhibition on July 29 and 30, Jade Skinner emerged as the star of the SOS fundraising campaign, keeping the lights burning longer than anyone else.



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A key feature at the exhibition was the Keep the Lights Burning stand, which aimed to raise awareness for the SOS charity fund that provides assistance to families within the live events industry in their time of need. The campaign involved participants pedalling a stationary bicycle that triggered a light.

The goal was to keep the light on for as long as possible. For every minute cycled, DWR pledged to donate R10 to the SOS Charity Fund. Young Jade stayed on the bicycle for two hours. While the various participants raised R5 110 over this time, DWR has decided to double it and donate R10 220 towards the cause.

The event, which underscored the power of a community making a difference, attracted participants of all ages who enthusiastically took turns pedalling to support the SOS and to see just how long their legs would carry them!





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DWR's Dray Fowler and Sidney Koen keeping score as Jade Skinner keeps the light burning!

Thank you to DWR's Michael-Taylor Broderick for coming up with the fun idea which was brought to life by Derrek Kruger, Rob Young and Johan v Loggerenberg.

Well done Jade - be on the lookout for something small that will be coming your way!