



What an amazing few weeks it has been! The CHOC cows have done a phenomenal job in raising donations for CHOC (Childhood Cancer Foundation). What started as a dare to ride the 94.7 in a cow suit for charity resulted in an outstanding fundraising drive for CHOC that took the target on an upward trajectory. The CHOC cows started with an initial target of R60,000 ... after a few days it became clear that the competitive nature of the *herd* would require that the target be lifted, and so it was, to R80,000, then R120,000 and finally it settled on the R150,000 mark.

This is no small achievement, the guys have put in the blood, sweat and tears that such an amount requires ... from ambushing the 94.7 Rude Awakening Team at 5am to get air time to dodging traffic on Sandton's busiest intersection to raise the cash needed to get to the target. But undoubtedly their feat on the race day is by far their greatest, with an early start of 6:40am on 16 November 2008, the CHOC cows sneaked in front of the starting pen and over the start line as they commenced their 7 hour and thirty-eight minute journey to the finish line. With a full team of supporters dressed as milkmaids and cowboys with a life-size cow in tow the CHOC cows got off to an excellent start.

Crowds waited in anticipation for the sight of the CHOC cows as they made their way across Jo'burg, some crowds were treated to extended sightings as the CHOC cows took every opportunity to socialise and gather cash along the way. But by far the best sighting must be of the 6 CHOC cows making their way up the final hill towards the finish line ... a couple smiles but more grimaces of relief!

The total amount raised by the CHOC cows was a phenomenal **R167,458**... all in less than 3 weeks. Further to this amount, The IQ Business Group, the company that initiated the Team CHOC Cow idea raised a total of **R65,269** bringing the total amount raised for CHOC to **R232,727**.

We would like to **THANK** all of the generous sponsors for making this journey so meaningful. It is fantastic to be part of something this great!

Moooooooooooo!  
Team CHOC Cow