

## **MAXI'S SHAVES IT OFF FOR CANSA**

**Johannesburg, 15 February 2008**, Maxi's Restaurants, through their Eastgate branch, got into the spirit of things this past weekend by taking part in the CANSA Shavathon.

"When CANSA contacted us, we immediately jumped at the opportunity to get involved," says Christo Calitz, Managing Director of Maxi's Restaurants. "It is this kind of initiative that we love to get engrossed in."

The CANSA Shavathon 2008 took place in shopping malls around the country on the 16<sup>th</sup> of February. Areas were set up in various shopping centres, where people had the opportunity to either shave or colour spray their hair to help raise funds for CANSA (the Cancer Association of South Africa).

"According to stats given to us by CANSA, 1 in 4 South Africans is affected by cancer. Which means that if 40 000 people came through to support us, 10 000 of them had been affected by cancer, either directly or indirectly. This is a highly alarming figure and Maxi's is committed to doing everything to help the foundation and take a stance in the fight for cancer," says Christo.

Maxi's Eastgate did their bit by providing the 50 CANSA volunteers at Eastgate Mall with food and cool drinks throughout the day. Maxi's head office staff were also at the centre, showing their support by colouring and shaving their hair.

"This is a very worthy cause and we applaud CANSA for coming up with and rolling out this initiative every year. We'd also like to thank all the Maxi's customers who also got involved and shaved or coloured their hair," concludes Christo.

For more information about Maxi's, visit their website at [www.maxisfood.com](http://www.maxisfood.com).

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