

COWS FOR CHOC

Children's Haematology Oncology Clinics (CHOC) was established in 1979 to provide support for children suffering from cancer and life-threatening blood disorders. In 2008, a group of friends decided to ride the 94.7 Cycle Challenge in memory of 20-month-old Jessica Bain, who received much-needed support from the CHOC Foundation during her illness – and the CHOC COWS were born. The first CHOC COWS were volunteer cyclists who took part in races around South Africa dressed in a rather noticeable cow get-up, but the COWS can now also be seen swimming and running for the cause. To qualify as a CHOC COW, you need to raise a minimum of R6 000 for CHOC.

Meadow Feeds has been supporting CHOC since 2013. They have registered 24 cyclists, two runners, four canoeists, a Roof of Africa contender, and even a deep-sea-diving COW over the years. In addition, each Meadow Feeds mill is linked to a CHOC House in their area and sponsors chicken for that house each month.

Meadow Feeds' managing director, Michael Schmitz, rode the 2018 Telkom 947 Cycle Challenge twice, joining the Apocalypse Cows who wore Top Gun-inspired bodysuits. The staff and suppliers were asked to sponsor him and

over R200 000 was raised for the CHOC Foundation.

A big thank you to the staff and our suppliers who gave so generously to the CHOC Foundation this year.



Michael Schmitz.