

LPGSA NEWSLETTER

LPG IS SAFE 2.0 - July



GASPER ON THE GO: Community Radio Stations



The launch of the community radio stations ads was strengthened by the sponsorship from CADAC. The LPG appliances company and LPGSA member, CADAC provided nine (9) giveaways prizes for the Community Radio stations quizzes. These sponsorships ensured that the communities are engaged with the educational content on LPG. Together, we are making a significant impact on communities across South Africa by promoting the benefits of LPG and enhancing the quality of life for many. Thank you for fuelling our mission and for believing in the power of LPG to transform lives.

The prize winners for the various stations will be enjoying their CADAC cooking and space heating combos.

July has been a month of incredible progress and collaboration for LPGSA. As part of the revamped Gasper on the Go, the campaign had the pleasure of working with nine community radio stations from all 9 provinces, creating a strong connection with our diverse communities and ensuring that the LPG is SAFE message reaches every corner of South Africa.

The country boost over 52 Community Radio stations reaching approximately 12 million people country wide. These have provided a valuable platform to empower the country with information on the benefits of LPG and safe use of the product to rural and remote areas. The radio station efforts and enthusiasm to partner with LPGSA have significantly increased awareness and interest in LPG, as they also deliver on their mandates to educate their communities.

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We are grateful for the opportunity to work with such dedicated and passionate teams across these nine provinces and look forward to establishing sustainable relationships.

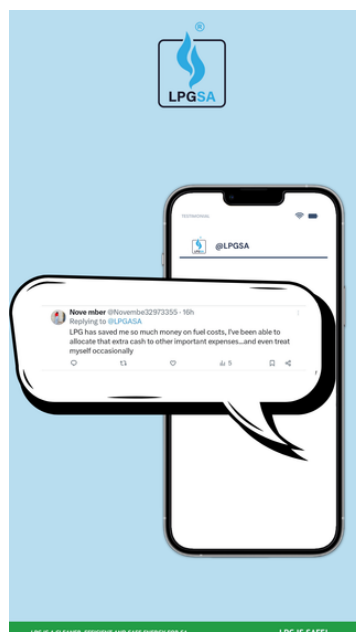
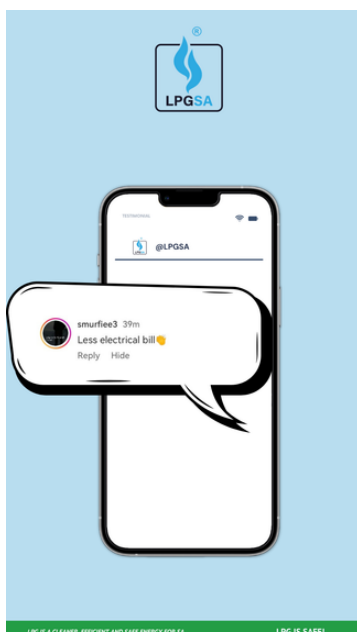
RADIO COMPETITION WINNER PRIZE:

- Radio NFM (Northern Cape): 1 x Mini panel heater with 7KG cylinder
- Jou Radio (Limpopo): 1 x 2-plate stove with regulator
- Gold FM (Free State): 1 x Eazi cooker with 5KG cylinder
- Bosveld FM (Northwest): 1 x Saffire heater with 5KG cylinder
- UCR (Eastern Cape): 1 x 2-plate stove with regulator & and 7Kg-cylinder
- Voice of the Cape (Cape Town): 1 x Eazi cooker with 5KG cylinder
- Inanda FM (KZN): 1 x Born free portable stove with 4 cartridges
- Rise FM (Mpumalanga): 1 x Born free portable stove with 4 cartridges
- Alex FM (Gauteng): 1 x 3-Panel gas heater & 9KG cylinder

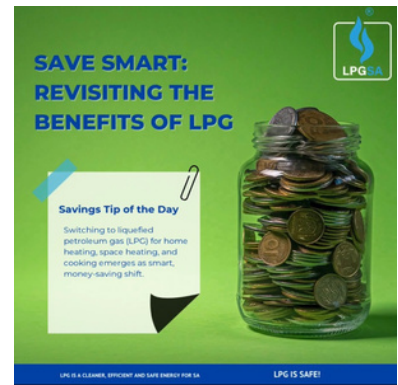


GASPER ONLINE: WINTER CAMPAIGN

The Winter Campaign kicked off in April 2024 and continued in July, with additional savings with LPG tips. The South African Savings Institute (SISA) has designated July as “Savings Month”. SISA indicated that the high living costs, unemployment and financial commitments make it hard for South Africans to save. But everyone needs to save, no matter how little. LPGSA has made its contributions by empowering South Africans on how to save on energy cost with LPG. Switching to LPG is not just about convenience and safety, it’s also about saving money.



With several cold fronts hitting the country in July, space heating took centre stage on LPG education. Ventilating the house while using LPG can save lives. Following the Cape Talk interview relating to the ventilation requirements when using LPG in the house, a combination of audio and poster materials were used to educate LPG users on the importance of ventilation.



PUBLIC SERVICE ANNOUNCEMENT

We are happy to share the highlights of our recent media appearances where our experts discussed the numerous benefits of LPG. If you missed any of these interviews, here's a recap of where we've been and what we talked about. The Association conducted two television interviews on Newsroom Afrika and ENCA. To educate the public, the interviews during prime-time slots centred around illegal LPG operators and illegally filled cylinder. The aim was to empower the viewers with information on how to identify a potential illegal operator and illegally filled cylinders. LPGSA also conducted, four (5) community and one (1) commercial radio station interviews. The interviews last between 10-25 min, on prime-time slots, featuring topics related to the benefits of LPG and LPG safety tips.

OUR TOP PICKS

As we wrap up July, we look forward to bringing you more exciting updates and initiatives in the coming month of August. We will also celebrate Women in LPG, Lookout for exciting development on that including a hybrid seminar on the 22nd August in JHB.



The radio stations included, Alex Fm, Nfm (Namakwa), Voice of the Cape, UCR fm (Umtata), Radio Pulpit and Cape Talk fm on two occasions, which also allowed for listeners interactions. We note with interest and appreciation, other community safety road shows, radio and televisions interviews conducted by LPGSA members, promoting the safe use of LPG.

