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PRESSRELEASE 'A light for a life' receives a warm welcome

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'A light for a life' receives a warm welcome

Entrepreneur Yvette Scheltema looks back at her 3FM Serious Request campaign with a great deal of joy and satisfaction. Her campaign 'A light for a life', organized for her company Mayves, took place on Wednesday afternoon 19 December at playground De Vogelenwijk in Leiden. The playground offered its club house free of charge in contribution to the campaign.

For the campaign, 25 children came to decorate a blank Cardle® which was then sold on-site; all the proceeds from these sales have been donated to 3FM Serious Request. In addition, sets from the regular Cardle® and B'lumen® series were sold during the campaign; half the proceeds from these sales have also been donated to this year's cause, which is combatting infant death. The total amount donated to charity was € 238,70.

The campaign was introduced by Cindy Pieterse, known for the 'Lieve Briefjes' ('Sweet Notes') from DJ Giel Beelen's radio show. Giel Beelen has taken up residence in The Glass House in Enschede for 3FM Serious Request this year.

"The children have made so many beautiful works of art – and there were also so many that depicted the theme so well! I felt very blessed to experience this, and I am very happy that we've been able to donate this amount to 3FM Serious Request to combat infant death," said Yvette.
