

# SAVE A CHILD TODAY.

*Every morning*, little Kathryn opens the door to her back yard. She closes her eyes, clutches her teddy and says a short prayer. But when she opens her eyes again she realises that the nightmare is as real today as it was the day it happened.

Then the daily ritual begins; she starts to cry until she forgets why. She clutches her teddy tightly and says, "It'll be okay, Pinky."

Her world of carefree living ended last Christmas. She gave her father a soap-on-a-rope. After he opened the present he looked at it and said, "Oh, soap-on-a-rope." He

never said thank you. Kathryn did not understand why, her father used to tell her to "always say 'thank you' when someone gives you something."

Her beloved swing mysteriously disappeared from her back yard that Christmas evening.

The following morning she ran to her father in tears. Her swing had been stolen, she told him. "What a shame." he said, and continued reading the newspaper.



*Little Kathryn pictured in happier times.*

If only Kathryn had gone to Musica and purchased a Musica Gift Voucher, perhaps she might be on her swing today. If only she'd given him a R200, R100, R50 or even a R20 gift voucher with which he could have bought himself CDs, DVDs, PlayStation or PC games and even accessories. If only...

To save another child from the same fate suffered by little Kathryn, encourage a child to visit their nearest Musica or [www.musica.co.za](http://www.musica.co.za). Upon arrival,

they will receive advice and support on the gift vouchers that are suitable for their parents. For the sake of the children, tell them about us. Do it for the children. *Don't give a gift that sucks. Rather give a Musica Gift Voucher.*



**DON'T GIVE A GIFT  
THAT SUCKS  
THIS CHRISTMAS**



THIS MESSAGE IS BROUGHT TO YOU BY MUSICA THE OFFICIAL COOL GIFTS STORE

# THIS COULD BE YOU.

Every morning at 5:30am, Lumka arrives to stand at the corner of Lion and Victory Street. She holds up a sign asking for relief from her plight. "No money please help. God bless" it reads. How poignant. It even asks for divine blessing.

The wording on the brown cardboard placard hasn't changed since she had to leave home. She can't even afford a black Koki pen to write an alternative message on the reverse side of her cardboard.

Every morning, a metallic blue luxury 4x4 drives past without slowing down. Her lips begin to quiver as she tries

to hold back her tears. It's her father.

It all changed for Lumka on that fateful day last year. For Christmas she gave her parents a tin of assorted biscuits. "Darling you shouldn't have," her parents both said. And they meant it; she really shouldn't have.

That very same evening they went to the local casino - without her. There was nothing they did not try, slot machines, blackjack, roulette, poker and countless others.



*It all changed for Lumka on that fateful Christmas day.*

By the end of the evening they had gambled away the money they'd been saving for her inheritance, which included her university fund.

If only Lumka had gone to Musica and purchased a Musica Gift Voucher. Perhaps then she would not be on the street today, begging. If only she'd given them a R200, R100 or even a R50 gift voucher with which they could have bought CDs, DVDs, PlayStation or PC games and even accessories. If only...

To save yourself from the same fate Lumka suffered, visit your nearest Musica or [www.musica.co.za](http://www.musica.co.za) where you will receive advice and support on what gift vouchers are suitable for you. For your own sake, please, come and talk to us. *Don't buy a gift that sucks. Rather give a Musica gift voucher.*

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