

East Coast Radio shows its heart every Wednesday on The Big Favour

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Damon Beard, executive producer and co-host of East Coast Radio's popular Rush Hour Ride, has won numerous awards of recognition from his industry peers for his work in charity, but he remains humbled by the requests that stream in for the show's Wednesday afternoon Big Favour feature.



"Some people write or email me asking for a pair of shoes, others for cars and houses," he says. "When you realise what some people don't have in this world, you soon realise that a pair of shoes is as big a dream to someone as a house is to others."

With almost two million listeners, East Coast Radio has established itself as KwaZulu-Natal's top commercial radio station, and the Big Favour draws on the brand's dominance and reach in the area to help make the dreams of the less fortunate come true. Beard receives up to 800 requests a week, by fax, email and post; he then sets up sourcing sponsors to match the request.

"People in KwaZulu-Natal have to be the most kind and generous in the world. In the five years the feature has been running, I'm constantly amazed. Children give pocket money, corporates donate thousands, while others send us contributions anonymously."

East Coast Radio has stitched itself to the province's social DNA through its innovative approach to radio and an overwhelming commitment to corporate social investments and social responsibility. But for Damon Beard it isn't an investment as much as a personal commitment to something he believes strongly in. "Just being in a position to make a difference in a person's life is reward enough for me."

It's no surprise that his favourite quote comes from Walt Disney: "...it requires people to make the dream a reality." And those people can always be found on East Coast Radio.

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East Coast Radio is KwaZulu-Natal's number one; for hit music, for inspiring content, for updated information and for making memories. East Coast Radio is a brand as energetic and vibrant as the people from the East Coast of South Africa.

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