

White Star Instant Porridge's #SABiggestBreakfast gets even bigger!

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Iconic annual event adds a Battle of the Voices to the entertainment line-up

The eagerly awaited fifth edition of the annual #SABiggestBreakfast occasion, hosted annually by White Star Instant Porridge, will again be held virtually this year due to ongoing Covid-19 restrictions. The popular event, which highlights the health benefits of a good breakfast, sees families around the country taking part in a nationwide celebration of this important meal. This year's breakfast is scheduled for 28 August 2021 and will be streamed live on White Star's [Facebook page](#).



Hosted by TV personality, Thabiso Makhubela from S3's breakfast show, *Expresso*, #SABiggestBreakfast 2021 will feature an exciting new addition – a full-scale Battle of the Voices. This will see 'Amazulu' singer, Amanda Black, in a song-for-song battle against diamond-plaque award winner, Shekhiinah, supported by Azana and La Sauce.

"Using a virtual format doesn't mean compromising the size of the event or the WOW! factor of the entertainment," says White Star marketing manager, Mokhele Makhothi. "In fact, we're turning #SABiggestBreakfast into SA's Biggest Break Fest as well! And streaming on social media allows us to reach a much bigger audience than we'd otherwise be able to do, which is a big plus."

The breakfast spectacular, which features White Star's tasty range of instant breakfast porridges, is known for its big vision. When it was first launched in 2017, not only did White Star

break the record of hosting over 1,200 people to breakfast at venues in Soweto and Umlazi simultaneously, it also served breakfast to 26,000 school children, who are regular beneficiaries of the Pioneer Foods Feeding Scheme.

This year, it's giving the 'big' in 'Biggest Breakfast' even more meaning. Not only will the Battle of the Voices be an incredible show, it also will enable the two main artists to donate five tons of White Star Instant Porridge to charities of their choice. Chosen through a live online voting system, viewers will get to choose their favourite performance of the day. The winning artist will get to donate three tons and, because no one ever loses with White Star, the runner-up will get to donate two tons.

"This isn't just a chance to celebrate something together as a nation," says Makhothi, "it's a chance to get nourishing meals to charities in need, which couldn't be more critical at a time when so many South Africans are struggling with the impact of the extended lockdown."

All of this is not forgetting the viewer participation competition, which will have a swathe of great prizes up for grabs.

During this action-packed spectacular, viewers will be invited to post a picture of themselves eating a hearty breakfast of White Star Instant Porridge on Facebook or Twitter, using the hashtag #SABiggestBreakfast. A fabulous first prize of R5,000 in cash will be awarded to the viewer who posts the most creative and eye-catching photo, with many others

qualifying for great spot prizes.

“White Star Instant Porridge has been the clever choice for breakfast ever since it was first launched,” says Makhothi. “As we did last year, we want to show that nothing – not even Covid-19 – can stop us from finding a clever way to host #SABiggestBreakfast or of getting the country’s favourite breakfast to the people who need it most.”

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