



Pyjama appeal kick-started

Wednesday, May 1, 2024

A heart-warming King Country pyjama appeal has been launched again in time for winter.

Staff from The Lines Company (TLC) have kick-started donations to Maru Energy Trust's 2024 Kahumoe Kaupapa PJ Project.

They've already bought and donated more than 80 pairs of brand-new pyjamas to be distributed to families across the region.

Now they're hoping staff at other local businesses, as well as families and individuals, will share the love and do the same.

This is the third time the Kahumoe Kaupapa appeal has been held. It began in 2022 with 497 pairs of pyjamas donated, doubling last year to more than 900 pairs.

Maru Energy Trust chair Brian Hanna said he was hoping the community would dig deep again, despite everyone feeling the pinch.

"No-one likes the thought of anyone, young or old, going to bed cold but the fact is we've got kids, teenagers and adults in our community who do. That's just wrong," he said.

"Maru's main focus remains on keeping houses warm and dry by helping with insulation and heating and that won't stop."

"But it's hard to stay healthy if you can't get warm. And there's nothing worse than not being able to sleep because you're cold. This appeal directly supports what Maru does and is a way for everyone to give just a little bit."

Maru promotes the Kahumoe Kaupapa PJ Project, collects the pyjamas on behalf and provides them to community organisations who then distribute them to whānau in need.

Maru manager Jo Meads said the appeal is for brand new pyjamas, sized from newborns to adults. Last year there was a huge demand for adult pyjamas “but we will gratefully take size, shape or design as long as they are new.”

“We’ve had wonderful support in the past and we’re hoping the appeal will attract that kindness and generosity again this winter.”

Pyjamas could be dropped at two collection points – the TLC office in King St Te Kūiti, and the TLC’s depot at 5 Peka St in Taumarunui. The Kahumoe Kaupapa PJ Project appeal closes on June 30 but pyjamas will be distributed earlier as needed, Jo said.

Those who cannot donate pyjamas, but want to help, can help by donating.

**Donations, which will be used to purchase pyjamas, can be made to Maru Energy Trust,
bank account number 03-0449-0011383-000.
Please note the PJ Project as a reference.**

Photo (left to right): TLC’s Craig Hackett, Jordan Hughes, Caitlin Katipa-Maikuku, Joanne McQuilkin, Kathryn Griffin, Bronwyn Leveridge, Margaret Kennedy and Gavin Sneddon with some of the 80 pairs of pyjamas to kick-off this year’s PJ project.

For more information, email Jo Meads at hello@maru.org.nz or call 0800 808 901.

About Maru Energy Trust: Maru is a not-for-profit charitable trust, established in August 2018 by The Lines Company. Maru works alongside communities to put in place practical initiatives to help homes become warmer, drier, healthier and ultimately use less energy. Supporters include The Lines Company, Waitomo Energy Services Customer Trust (WESCT), King Country Trust, Ōtorohanga Charitable Trust, Trust Waikato, New Zealand Lottery Grants Board, Ruapehu District Council and Ōtorohanga District Council.