



Celebrity chefs J'Something and David Higgs will be Cooking for Dreams with Discovery Vitality and Reach For a Dream

Jun 08, 2021 10:24 CAT

Vitality joins Reach For a Dream in Guinness World Record attempt to raise funds for children with life-threatening illnesses

Johannesburg, 8 June 2021 | Vitality is proud to partner with Reach For A Dream in their [Cooking for Dreams](#) initiative, along with DHL and Woolworths. The virtual cook-along, hosted by celebrity chefs J'Something and David Higgs, will gather enthusiastic cooks across South Africa virtually in an attempt to break a Guinness World Record for the most people cooking online at once, while raising funds for children fighting life-threatening illnesses.

Dinesh Govender, Discovery Vitality CEO says: “We’re delighted to host J’Something and David Higgs at the [Vitality HealthyFood Studio](#) on 24 June 2021, from where the record attempt will be streamed live. Vitality has always taken pride in achieving ‘world firsts’ and consistently being a force for social good - this innovative and interactive event is no exception”.

Anyone in South Africa can join in the cook-along virtually by buying the [Cooking For Dreams](#) ingredients online, for R350. The ingredients for an Easy Peasy Pea Curry will be couriered to participants, free of cost for the first 3000, by DHL.

Govender adds, “We want at least 3000 people to participate and break this record, which will ultimately benefit children in need”.

Reach For A Dream CEO, Julia Sotirianakos says: “The Cooking For Dreams cook-a-long is a fun way to get families, schools and corporates together in their kitchens to cook, while helping children facing life-threatening illnesses realise their dreams through the funds raised. We are looking forward to uniting South Africans as everyone comes together to cook for a cause and attempt to break a Guinness World Record.”

How to join in

Head to the [Cooking for Dreams](#) website and buy the [Cooking For Dreams](#) box for only R350, which includes an amazing box full of incredible Woolworths ingredients delivered to your doorstep by DHL. The first 3000 will be delivered free of charge.

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About Vitality

Vitality is the largest platform for behaviour change globally, underpinning the insurance products of 14 leading insurers globally, with more than 20 million members in 28 markets. It is a leading behaviour-change programme that underpins insurance and financial services, creating shared value by

combining behavioural economics and clinical science to encourage and reward members for exercising more, eating healthier, managing stress, looking after and improving their health. For more information, please visit the [Vitality Website](#) or email media_relations_team@discovery.co.za

About Reach For a Dream

Reach For A Dream believes in the power of making dreams come true and has worked tirelessly to fulfil the dreams of children fighting life-threatening illnesses in South Africa for 33 years. Our vision is to grow The Foundation to enable us to continue giving hope to children fighting critical illnesses. We host several projects and campaigns throughout the year to engage with our brave dreamers and wonderful donors. To find out more about what Reach For A Dream does, visit www.reachfordream.org.za

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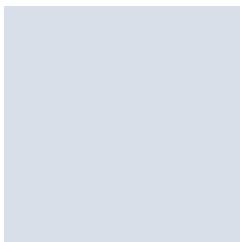
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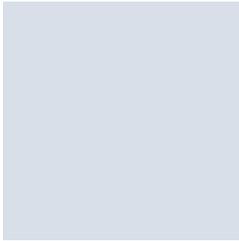
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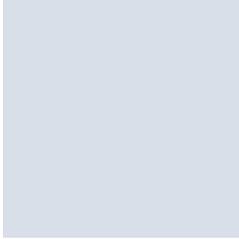
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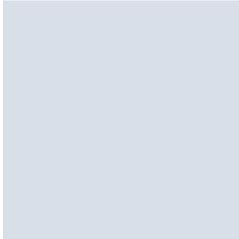
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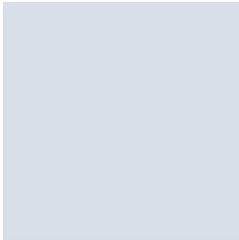
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