

# Primedia Outdoor and Sakhumzi Restaurant rally behind local development

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Considered one of the best-known township tourism attractions in Soweto, Sakhumzi Restaurant is rebranding to further reflect its core identity and originality.



Effective from 16 February 2019, the restaurant's rebranding campaign will dominate the streets of Johannesburg with eye-catching billboards courtesy of Primedia Outdoor.

Sakhumzi Maqubela, CEO of Sakhumzi Restaurant said, "Our restaurant is more than just a restaurant. It is a community builder and our brand has to reflect that. We pride ourselves in mentoring aspiring chefs by providing them with a platform at the restaurant to further expand their skills". He added, "Having media powerhouses like Primedia Outdoor to support our mandate helps us to enrich our brand presence and connect with people outside Soweto".

Since its inception in 2001, Sakhumzi Restaurant's popularity has grown over the years to become a natural pitstop for tourists and locals looking to experience authentic South African food and entertainment. Situated in the most visitor-friendly township locale, Vilakazi Street, the venue can cater for up to 2000 guests, for functions such as corporate events, birthday parties, team building, launches and year-end events, to name a few.

To date, the famous restaurant has created over 700 jobs in Soweto and continues to provide mentorship to neighbouring businesses. The long-term objective of Mr Maqubela and his team is to change the perception that Soweto is a high crime area and he is well on his way to achieving this by continuing the positive work done at Sakhumzi's.

Jorja Wilkins, Marketing Executive of Primedia Outdoor said, "Primedia Outdoor is committed to accelerating community upliftment in our society. It is of importance that community initiatives and campaigns are exposed to the public with the intention of building awareness and visibility."

Sakhumzi Restaurant continues to bring 'Kasi' flavour to the people and create an environment that opens doors for memorable experiences. The well-respected owner of the establishment, Mr Maqubela, invites everyone to come and experience the elegance of township lifestyle – that is safe and fun.

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*Primedia Outdoor is the premier provider of out of home media solutions within Sub Saharan Africa. A Level 1 BBEEE*

contributor, Primedia Outdoor is currently the largest wholly South-African-owned outdoor advertising media specialist offering national outdoor exposure throughout South Africa and high reach in key markets in rest of Africa. Primedia Outdoor offers flexible coverage of the entire LSM/SEM spectrum, targeting cosmopolitan consumers in major urban areas through to those living in rural communities.

Primedia Outdoor delivers exposure across a mix of media opportunities and audience environments, including high-end digital signs, airport advertising, freeway and suburban spectaculars and street furniture, as well as static advertising and digital screens in malls. Since 2018, the Primedia Unlimited Malls business unit has been integrated into the Primedia Outdoor stable. With the integration, Primedia Outdoor's total media offering makes major retail and brand platforms accessible to advertisers, offering media solutions that integrate shopper connections during the path to purchase journey.

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