

## Absa launches second balloon

Absa has launched a second helium-filled balloon, in the shape of a football, at Maponya Mall in Soweto. Its existing balloon, at Montecasino in Fourways, has been redesigned to match.



If you live in Joburg you will probably have seen the Absa balloon, floating high above Montecasino. You may even have had a flight in it. Now the bank has launched a second balloon in another of the city's major tourist attractions, Maponya Mall in Soweto.

In recognition of the bank's commitment to the beautiful game and in celebration of the football fever that's filling the local air, both balloons have been designed to resemble enormous footballs. This design is a significant symbol of Absa being a leading sponsor of football in South Africa, through the Absa Premiership and Bafana Bafana. Both balloons have been fitted with spectacular internal illumination.

"The simultaneous installation of the new Montecasino 'football design' and matching Maponya Mall balloons is one of the most exciting achievements of the international helium balloon community," explains Francis Chikasha, MD of Aerial Displays, the company that owns the balloons. Chikasha claims the twin balloons is a world first.

For more, visit: <https://www.bizcommunity.com>