

ABF Vital Support Fund gets R50,000 airtime from DStv

DStv has agreed to provide the ABF Vital Support Fund with R50,000 worth of airtime to auction or on-sell, in response to ongoing appeals to the media industry.



The ABF will be hosting its Annual President's Cup golf day on 5 June 2013 at the Wanderers Golf Club. During this event, the media is auctioned to raise funds for those in need within the industry. It is a great opportunity to pick up media at good prices and to provide it to clients at a reduced cost.

"We are delighted to have some of our heavyweight media owners participating in the auction. DStv has always supported the ABF and an on-going relationship of this nature directly benefits those in need," says Sharlene Vallance, executive committee member of the ABF.

"We would like to thank DSTV Media Sales for its support throughout the years and appreciate its upbeat attitude and selfless giving. It sets a fantastic example in our industry; we need more media owners to sponsor airtime to the ABF so that we can increase our fundraising efforts."

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