Exponential, Amnet, Hitch Digital, PHD, Vizeum, race for The Iris House Children's Hospice

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Exponential South Africa recently hosted its inaugural Exponential Amazing Race - a challenging event to raise money for children's hospice The Iris House.



It was a cold and gloomy day but spirits were high as the teams met at The Stack to choose team colours and strategise for the race ahead.

Via special invitation four agency teams (Amnet, Hitch Digital, PHD, Vizeum) joined their hosts, Exponential, in a sprint around Cape Town participating in a series of challenges, tasks and brain teasers, including buying a bunch of flowers and recording a video giving them to a random stranger, playing drums with buskers and hand-feeding squirrels, were posed at numerous locations around the city.



Competing teams stop the race to smile

The teams raced (in the pouring rain!) from the Iziko Museum, Company Gardens, Green Point Market Square, battling it out to take first place and raise the most (fake) money from each task.

Ultimately, team “Purple Turtles” took the top prize, but the real winner of the day was The Iris House who were the recipients of the R5,000 raised in honour of the event.



Teams compete for the winning title

David Barnard, Exponential's Managing Director Sub-Saharan Africa, said, “The Exponential Amazing Race was a great opportunity to have fun and bond with our close agency partners in the beautiful city of Cape Town, whilst also giving a little back to the community. The Iris House provides a sanctuary for children with life-threatening illness or life-limiting conditions and we are proud and humbled to support such an important cause.”

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