

## AMASA party a sell-out success

For the first time in its party history, the Advertising Media Association of South Africa (AMASA) has celebrated a sell-out success of its annual event and its all thanks to members of the advertising, marketing and media community.



"It was fantastic to see the overwhelming support from both members and non-members," says Dustine Tobler, who heads the AMASA party committee, "and thanks to overwhelming generosity, we were able to collect a bakkie load of gifts which will be donated to the Little Switzerland orphanage."

Congratulations go to TouchPoint Media who claimed both the Best Dressed Team and Best Dressed Individual prizes. "The decision was unanimous among the committee," says Dustine, "while there were so many people who made a tremendous effort, TouchPoint Media made the biggest impression with its team replicating Jacob Zuma and his multiple wives along with a brilliant depiction of a Blue Light Brigade."

The company wins a team breakfast sponsored by Ad Outpost and our Best Dressed Individual walks away with R1,000 in cash courtesy of ADS 24.

"On behalf of the AMASA committee, we'd like to give our sincere thanks to the marketing and advertising community in general, because without you we wouldn't be able to complete our mandate of offering real media education and providing young minds the opportunity to work within our fantastic industry, through the processes of the AMASA Learnership Programme (ALP), and that's what it's all about at the end of the day."

AMASA thanks our party sponsors: SABC Radio; NAB; Brand IQ; Provantage; Ad Outpost; Ads24; Habari Media; Continental Outdoor; ComutaNet and Cinemark.

Pictures from the party can be viewed on the AMASA (Jhb) Facebook page. For more on AMASA, like us on Facebook or visit our website: [www.amasa.org.za](http://www.amasa.org.za).

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