

## Case related marketing brings in R2m for Centrum Guardian Project

The Centrum Guardian Project has raised R2m in a four-year drive to secure corporate and consumer commitments to fund advanced training for paramedics, fire fighters, rescue swimmers and other first responders.

This is a cause marketing strategy, developed by ad agency, One Lady and A Tribe Advertising, for its client, Pfizer Consumer Healthcare and Centrum.

The agency's project team works in collaboration with training partners and organisations to identify specific training needs. Potential supporters can email [info@centrumguardian.com](mailto:info@centrumguardian.com) or call +27 (0) 11 244 2162.

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