

Cinemark helps bring smiles

As part of the extensive support Starcom Media Group and the Leo Burnett Group offer the Vulingquando crèche throughout the year, a Christmas party as well as a small graduation ceremony is held annually for these children from disadvantaged backgrounds.



The two media groups called on Cinemark, Ster-Kinekor's experienced marketing partner, to bring smiles to the faces of the young children by arranging that they watch an animated movie as part of their festive celebrations - a luxury that many of them would probably otherwise never experience.

Around 50 children received a tasty lunch, popcorn and refreshments during their fun day at the Ster-Kinekor Preview Theatre in Sandton, where they watched the heartwarming holiday tale of Arthur Christmas.

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