

Tractor Outdoor sponsors Reach For A Dream Foundation

Issued by [Tractor Outdoor](#)

14 Nov 2017

Tractor Outdoor has partnered with the Reach For A Dream Foundation to assist its [Aircraft Raffle](#) campaign by contributing billboard space to promote the initiative.



The campaign aim is to give people the opportunity to make a difference while helping children's dreams come true, by raffling a brand new Jabiru aircraft and a pilot's licence. The proceeds will go to Reach For A Dream who fulfil the dreams of children between the ages of 3 and 18 who are fighting life-threatening illnesses. "It was decided that this would be a perfect fit to make use of our CSI budget to provide billboard space to Reach For A Dream in order to help make a difference in children's lives today" says Bruce Jefferies, Eastern Cape Director for Tractor Outdoor.

The billboard is located on Mount Road, in Port Elizabeth and can be seen by the public until the 1st December when the draw will be taking place live on Facebook.

For more information on tickets please call the Reach For A Dream Foundation on 011 880 1743 or visit www.aircraftaffle.co.za.

- " **The rise of retail media in marketing strategies** 8 May 2024
- " **Mali Motsumi-Garrido and Ruchelle Mouton join Tractor Outdoor's board of directors** 27 Feb 2024
- " **Supporting small businesses: Tractor offers free outdoor advertising to SMEs** 26 Jan 2024
- " **All the right sites in all the right places** 5 Dec 2023
- " **Thinking *out-the-billboard*: Big ideas to bring your next OOH campaign to life** 19 Oct 2023

[Tractor Outdoor](#)

tractor

Tractor Outdoor was founded in 2001 by international industry veterans and is managed by a team who has a comprehensive grounding in the outdoor media industry.

[Profile](#) | [News](#) | [Contact](#) | [Facebook](#) | [RSS Feed](#)

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