

# Escape the Januworry blues and enjoy economic freedom with OLX

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The world's leading classifieds platform, OLX, is on a mission to encourage South Africans to make and save money in order to be economically free this January. Most people have items in their homes that they do not need or use. So why not turn your "older" goods into cash?

In a new TV campaign that hits our screens on 16 January 2018, OLX has partnered with Savannah's Comic of the Year winner, Skhumba Hlope, to show how easy it is to make smart financial choices by buying and selling on OLX. Skhumba, who is seen acting the role of "People's Side Bae", shares his humorous tips and advice on how to set yourself economically free, varying from selling a double bed because "single beds are for single people" to avoiding "progress in reverse" by selling that vrrrpha. You can follow OLX's new spokesperson on Facebook, Twitter and Instagram for daily doses of wisdom.



"Being a part of this campaign was an easy decision for me because I'm always looking for new and exciting ways to help my community. After all, we all know that talking about money isn't easy and we could do without the stress of stretching a paycheck to pay the bills. Being part of a campaign that deals with that and shows you an easy solution – buying and selling on OLX, I couldn't say no," comments Skhumba.

OLX is the perfect answer for win-win deals, where people sell the things they no longer need to those who are looking for a great deal. This way, you can either make money, or save money... or both!

Talking about the campaign, OLX South Africa's Country Manager, Thembani Biyam, says, "We wanted to strike a balance in not taking ourselves too seriously while addressing a topic that's important to everyone in an engaging, relevant way. We want to show people that OLX offers a fast, simple, safe and local way of being financially smart. With Black River FC's expertise, we found the right person for the job in Skhumba and we're excited to have him on board."

While many believe January has eight weeks, you can rely on OLX to work that much harder for you this January by turning your goods into cash, turning Januworry into an economically free January!

## About OLX

OLX is the world's biggest free online classifieds. The OLX Group operates a network of online trading platforms in over 40 countries under 17 different market-leading brands that are used by over 300 million people across five different time zones every month to buy and sell almost anything, creating win-win exchanges for people, their communities and the environment.

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