

Johannesburg to host charity race

The Amazing Race for Charity, which was held in Johannesburg for the past eight years, has been rebranded as the Charity Chase Joburg, and acquired the support of Hollard and Pay As You Drive as headline sponsors.



The previous events have seen contestants dress-up for the coveted best-dressed prize, receive ten - sometimes impossibly cryptic - clues and try solve them to find ten destinations around Johannesburg where they have to compete in some bizarre challenges.

Over the years, cryptic clues have included Sudoku, anagrams, crosswords, binary codes and various other puzzles. Tasks have featured anything from paintball to pillow fights to finding a fugitive to flash mobs. After ten events, the organisers knew it was time to go big or go home and fortunately, decided to go big.

Brand is relevant

"Obviously the brand alignment fits perfectly. We ensure a high level of safety and responsible behaviour while driving around and the Pay As You Drive Insurance brand is very relevant for an event that requires the shortest possible driving distance to win. The team at Hollard are also aligned with the right atmosphere and personality of the event so it all just made perfect sense," said Dean Oelschig, race organiser from the agency Halo.

Charity Chase Joburg will begin and end at the Baron in Fredman Drive on 9 November and runs from 11.30am to 7pm, which includes registration, the start, the race and the prize giving. Entries have opened for the first 150 teams of four or five people. The cost is R1,000 per team and all information, rules and sign-ups can be found on www.charitychase.co.za. All proceeds will go to the Wildlife Act Fund.

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