

## Bringing lite to Childline



Primedia Outdoor is donating exposure on available PRIMELites and Consumer Ads in Gauteng to Childline's Gauteng awareness campaign, while staff are dedicating personal time to the charity. Under consideration is a national campaign on billboards and Consumer Ads. "While meeting the needs of clients and employees is crucial, Primedia Outdoor also recognises the importance of attending to the needs of the communities in which it functions", says Dashni Naidu, Primedia Outdoor marketing manager.

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