

Cadbury warms up winter with cold hard cash

Funky Jacob Mofokeng is the big prize winner of this year's annual Cadbury Dairy Milk winter on-pack promotion, which invited South African consumers to 'release the joy inside' by winning their share of a massive R650 000 in cash and additional prizes.

The main prize of R280 000 cash is the biggest prize ever offered by the company and was put in the hands of one very happy man earlier this week.

"I am so happy! Can't believe it is real. My dream has come true - I can finally marry my fiancé Ditshepo! This is for both of us," says an elated Funky Mofokeng. Funky, from Orange Farm, has been saving for five years to pay lobola to marry Ditshepo and this cash prize will enable them to finally get married and will also help them finance a new home for the family.

"The brand is all about joy, and it's a great privilege to be able to bring joy to a person like Funky. We're delighted to be able to help him kick-start his future," says chocolate marketing director Mike Middleton.

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