

Sunday World's 6th Birthday Party





Sunday World, South Africa's original tabloid, has become the ultimate social reference to the sophisticated young black achievers who are our readers. With a readership of over 1 million people, Sunday World proudly celebrated 6 successful years of delivering the juice, the whole juice and nothing but the juice to its satisfied followers every Sunday morning. The event was held at the hot new cigar lounge Moloko in Design District, Rosebank, with the who's who of Jozi socialites in attendance. With the theme Unmasked, guests took the liberties of keeping their masks on and misbehaving way into the wee hours.

Fearless and feisty, Sunday World paved the way for tabloids in the South African newspaper market, and is still a formidable force, retaining a classy edge and always delivering the juice. As award-winning poet and editor Abdul Milazi says, it's about infotainment.

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