

## Championing movies for the people

Since September 2006, CineMOBILE, a new division of the CineMARK Group, and Tetra Pak have been educating South Africans living in townships and rural areas about the importance of caring for our environment and recycling through an edutainment road show - an animated ad campaign featuring Commander Carton, a super hero and environmental champion. CineMOBILE screens movies free of charge in community centres, schools and churches in townships and rural areas around the country, and Tetra Pak is the first advertiser on CineMOBILE's screens.

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