

Dentsu Aegis Network South Africa pledges R104,000 to the Hot 91.9 Teddy-thon

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On Friday, 16 November 2018, at the Checkers Court in Sandton City, Dentsu Aegis South Africa together with Carat, Vizeum and Posterscope pledged a total of R104,000 to the Hot 91.9 Teddy-thon.

With a target of R1.5 million, the annual Teddy-thon fundraising campaign marked the fourth birthday of radio station Hot 91.9FM. Broadcasted live from Sandton City, CEO of Dentsu Aegis Network South Africa, Koo Govender, handed over the pledge of R104,000 to assist in enabling the radio station to continue to touch as many lives as possible through community outreach.



Koo Govender, CEO of Dentsu Aegis South Africa

Whilst live on air, Koo Govender acknowledged Hot 91.9FM's Teddy-thon phenomenal initiative and expressed DAN's passion for giving back to communities especially focusing on making a meaningful difference to others which is testament in the contribution from DAN and their agency partners.

On the pledge, Celia Collins, Managing Director of Carat Johannesburg, stated: *"Hot 91.9 is a community radio station that generally does a lot for the previously disadvantaged people within South Africa. Last year Hot FM started an annual Teddy-thon to raise money for this initiative; it now being its second year, the target had increased from R1 million to R1.5 million. Having over the past 12 months seen how much they have given back to the community and how passionate they are to upliftment, DAN decided to join in on this. Being able to touch numerous lives, through education and health care, is truly inspirational. It is a fantastic opportunity and heart-warming to see communities get together to help others so close to Christmas."*

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