

ABF President's Cup gets industry icons on the green

The very successful Advertising Benevolent Fund (ABF) President's Cup was held at the Killarney Golf Club, with 34 balls taking to greens to raise funds to enable it to achieve its mission of supporting those in the industry that have fallen on hard times.





Golfers got into the swing of things with Mark Fish and Whackhead Simpson, whilst a well-supported auction also enabled the ABF to fill up its coffers.

Industry icons like Ogilvy, NetworkBBDO and Mortimer Harvey pledged their support.

The ABF would like to thank all its donors and sponsors including Oracle Airtime Sales, which sponsored a R50 000 airtime package; Primedia Broadcasting, which matched this with a R50 000 donation of its own; Outdoor Network, which donated R50 000 worth of Outdoor advertising space; and Cinemark, which contributed the same amount.

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