

## Dummett & Co experiencing phenomenal growth

Dummett & Co, an independent strategic PR agency situated in Cape Town's CBD, is experiencing unprecedented growth during the first quarter of 2014.

In addition to Pearl Valley Golf & Country Estate, Cape Town Marathon and Big Blue, the company is proud of the recent addition to its portfolio of clients: Varsity Sports; part of SA rugby legend Francois Pienaar's Advent Sport Entertainment & Media (Pty) Ltd (ASEM).

Known for its 'sportainment' factor, the Varsity Sports programme kicked off with a very successful first season in 2013 and is now well into its second year. The 14 participating universities will again compete across six sporting codes: athletics, hockey, football, rugby sevens, netball and beach volleyball during 2014. Dummett & Co's initial mandate focuses on the building of brand awareness both for Varsity Sports on a national level, and promotion at regional levels, which sees the actual rollout of the various sporting events.

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