

# First Choice: Walking the Daisies 2017 headline sponsor

Issued by [Boomtown](#)

29 Sep 2017

As part of the *First Choice*, It's All Good campaign to encourage people to [#move4goodness](#), First Choice has been named the headline sponsor for [Walking the Daisies 2017](#).



Inspiring people to [#move4goodness](#) is part of a campaign created for First Choice by [Boomtown](#) to encourage people to live a better, more healthy life. And the partnership with Walking the Daisies ties in perfectly with the campaign.

"[#move4goodness](#) is all about getting people to upload videos of themselves dancing," remarks Jess Massyn who manages the First Choice account for Boomtown. "Every video uploaded to the [#move4goodness](#) microsite [www.itisallgooddairy.com](http://www.itisallgooddairy.com) or on social using the hashtag [#move4goodness](#) will earn a R100 donation. The goal is to reach R120,000 so that First Choice can donate R120,000 worth of dairy products to FoodForward SA, who will distribute to those in need around South Africa."

Walking the Daisies in association with [Rocking the Daisies](#), is an annual two-day, 48 km hike that starts in Cape Town on 4 October and finishes at the festival in Darling, Western Cape. "Walking the Daisies supplements the festival's aim to create and promote positive environmental action, and raise awareness about the social and environmental challenges we face today," remarks First Choice's GM Sales and Marketing, Tinus Pretorius, "This ties in perfectly with our wider corporate approach to responsible and sustainable farming and manufacture practice."

During the live-streamed hike, there will be a team wearing eye-catching cow onesies to promote the brand and campaign as well as get people excited and involved in the fun initiative to do their part of 'doing good'. Brent Lindique from [www.thegoodthingsguy.com](http://www.thegoodthingsguy.com), and who's also currently on My Kitchen Rules SA will also be present and supporting the First Choice initiative.

People can get involved and upload their [#move4goodness](#) videos from Rocking the Daisies, or anywhere else by using the hashtag [#move4goodness](#) and tagging [@firstchoiceSA](#).

- **Boomtown graphic designer makes it a hat-trick for *Brands & Branding*** 31 Oct 2023
- **Boomtown Johannesburg wins first gold Loerie** 12 Oct 2023
- **Bokomo launches TVC amid evolved brand positioning** 18 Aug 2023
- **Out of the mouths of interns** 19 Jul 2023

#### Boomtown



We are an independent strategic brand agency that specialises in creative brand design, integrated communications, and digital marketing.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [RSS Feed](#)

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