

Tekkie Town's Battle of the Brands raises R150,000 for local charities

Issued by [Tekkie Town](#)

24 Oct 2023

Tekkie Town held its third annual Battle of the Brands charity golf day in partnership with its brand partners. The event's main goal is to unite the brand partners and highlight their collective successes.



In addition to promoting Tekkie Town's value of being fun to work with, the golf day also aims to help raise funds for a charitable cause while creating a better comprehension of Tekkie Town and its brands' achievements. Throughout the years, this event has become synonymous with uniting brand partners for a common goal.

According to Johann Warnich, commercial executive at Tekkie Town, the event not only provides a platform for the company and its partners to compete on the field, but also offers a valuable opportunity to give back to the community.

"We are honoured and delighted to host the golf day, which serves the dual purpose of raising funds for the less fortunate and bringing together businesses that share our passion for social responsibility. Our commitment to supporting those in need is a reflection of our values and our desire to make a positive impact in our community. We are grateful for the opportunity to collaborate with like-minded partners who share our vision and together, we strive to create a better future for all," Warnich adds.





It is in the spirit of one of Tekkie Town's cultural pillars to be 'Better Together' that the day allows all of its partners to contribute to and build into their local communities through prize money donations.

CEO Riaan van Rooyen states that this is a momentous occasion for Tekkie Town, as it has the potential to make a significant impact in the town where it started its journey.

"This year, we had the honour of collectively contributing a grand total of R150,000 to two local charities. It brings us great joy to have once again supported the Life Community team. Thanks to our contribution, children in the area will have the opportunity to attend school without any financial hindrance. Furthermore, we proudly supported The Seven Passes Initiative, an organisation dedicated to preventing violence among youth in the rural Touwsrante and Hoekwil areas through various programs," says Van Rooyen.

Among the generous partners were Hi-Tec, Puma, Adidas, New Balance, Under Armour, Bounty Brands, Medicus Shoes, Skechers, Fila, Umbro, Le Coq Sportif, Klevas, Hoola, and 100forChange.

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Tekkie Town offers quality branded footwear, apparel, and accessories to fashion-conscious shoppers who prioritize affordability and current trends through its stores nationally

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