

DCPM gets the Cuervo Nation

Jose Cuervo, long time supporters of South African rock, is pleased to announce the Jose Cuervo Nation parties.

Following in the time honoured Cuervo tradition, the famous tequila brand is starting a series of nationwide parties featuring rock bands and DJ's from Pretoria to Cape Town around and beyond.

"The Cuervo Nation parties are a new way of helping bands to reach their target market," explains party project manager David Chislett of DCPM, "By assisting promoters and nightclubs with their expenses we allow them to offer the best party nights to their audience. We also provide full media and publicity back up for this assistance, resulting in a holistic push to market the Cuervo nation parties, the band and the venues."

The first Cuervo nation party takes place in Johannesburg on July 29. Watch the press for details.

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