

Carling Black Label breaks with convention

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As a tribute to the 1 000 plus workers still on site at the Cape Town International Convention Centre (CTICC) and the ArabellaSheraton Grand Hotel, Carling Black Label trucked in several thousand beers and cooldrinks to provide "more refreshment and more reward" at the end of a long year.

Carling Black Label moved its "Thank Carling it's Friday" concept onto the construction site on Friday the 6th of December. Brand manager Julian Remba says the aim was to salute the workers for what amounts to one of the biggest construction jobs currently in South Africa.

Remba said workers were able to win Carling Black Label merchandise. "We think it's really a fitting way to close off the year knowing that these workers have earned it," he says.

WBHO director Nick McKinley says the workers were looking forward to the break. "These guys have put in an extraordinary effort during the year, with much of the facility now complete on budget and on-time."

When it opens for business in eight months time, the CTICC will bring 10 000 square metres of convention space on line, as well as two auditoriums capable of seating 2100 delegates, a 2000 square metre ballroom and over 33 break-out rooms. Together with the 500-room ArabellaSheraton, direct and indirect investment is expected in the hundreds of millions of dollars.

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