

Helping SA out by "fixing it"

OUTsurance is sponsoring e.tv's Let's Fix It, presented by Samm Marshall. The programme, aired every Tuesday evening 8pm - 9.30pm and repeated on Thursdays, reaches out to South Africans who are less fortunate and need a little help. OUTsurance head of marketing Hugo Schreuder says, "Our current marketing campaign is focused on 'Helping South Africa OUT' and Let's Fix It was the ideal opportunity for us to help the needy in South Africa out." Sports marketing company MSCSPORTS secured the deal for the insurance company.

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