

# It's AMASA party time!

Issued by [Amasa](#)

19 Sep 2013

*The Advertising Media Association of South Africa (AMASA) has announced the date for its annual industry bash and fundraiser.*

"This year's party will be held on 31 October at Thatchers in Lonehill and will be themed 'The Great Gatsby'," says Dustine Tobler, deputy chairperson of AMASA. "The party is an extremely popular and anticipated annual event on the media calendar. This year we look forward to accommodating a maximum crowd of 1200, so book early to avoid disappointment. We will be introducing an online ticketing system where tickets can be bought on the AMASA website from 1 October."

As with previous AMASA parties, the purpose of the event is to raise funds to further media education in South Africa through the likes of the ALP (AMASAS Learnership Programme) which gives students a foothold into the industry. This event is the largest fund raiser for AMASA each year and we appreciate the ongoing support.

"AMASA is once again collecting toys for the children at Little Switzerland and we urge our partygoers to please bring along a gift which will be delivered to our charity before the end of the year."

Prizes are available for the Best Dressed Team and the Best Dressed Individual.

Although some sponsorships have already been tied up, there are still opportunities for companies to get involved in the evening. Interested parties can contact Dustine Tobler at [dustine.tobler@mediacom.com](mailto:dustine.tobler@mediacom.com)

For more on AMASA, like us on Facebook (AMASA Joburg) or visit our website: [www.amasa.org.za](http://www.amasa.org.za) and follow us on Twitter [@AMASAJoburg](https://twitter.com/AMASAJoburg)

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The Advertising Media Association of South Africa's primary focus is the education of people with an interest in the media, marketing and advertising industry.

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