

Sixth Amazing Race by PenQuin International raises over R100 000 for charity

Issued by [Penquin](#)

6 Nov 2009

The sixth biannual Amazing (drinking, laughing, frustrating) Race for Charity kicked off on 10 October in a flash of colour and cacophony. 150 teams gathered at Q.Ba in Bryanston to participate in this nerve-frazzling contest. PenQuin raised over R100 000 in cash and merchandise in aid of the SOS Children's Village.

PenQuin created the Amazing Race as a fun and entertaining mechanism to raise money. Using in-house marketing expertise, the company catapulted the race to one of the most anticipated events in Johannesburg. "PenQuin recognises the importance of such initiatives not only to the benefiting organisation, but to staff morale as well. You don't need the budget of a multinational corporation to give something back, but rather look at new and innovative ways to mobilise people to want to contribute to a good cause," adds Darren Leishman, PenQuin MD.

Teams enthusiastically dressed up, decorated their vehicles and brought a "no-holds barred" determination to eliminate their opposition. Clues had teams solve the Fibonacci sequence, climb walls and swim the full length of a 25-metre pool, among others.

PenQuin International would like to express gratitude to Rand Merchant Bank and LiveOutLoud for their generous contribution. The next race is scheduled for the last weekend in March 2010.

For more information, visit www.penguin.co.za/Race.

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