

RIP Gordon Patterson

Ad industry doyen Gordon Patterson has passed away.

Business Day [reports](#) that he was allegedly shot in an attempted hijacking last night in his own driveway.

The news was confirmed by retired media channel consultant, Paul Wilkins. He commented: "Despite being a competitor, he was always a good friend - in fact, a great friend."

Bizcommunity sends our condolences to Patterson's family and friends.

Comments are flooding into social media:

“ Shocked & saddened by the news of Gordon Patterson's death. Huge loss for the SA media industry. Our condolences to his family [@Assoc_Media](#)— Julia Raphaely (@GilaCT) [July 22, 2016](#) ”

“ I'm shocked! Media strategist guru Gordon Patterson shot dead - Times LIVE <https://t.co/S9Jpj9Hbdz> via [@TimesLIVE](#)— andrewtrench (@andrewtrench) [July 22, 2016](#) ”

“ [#RIP](#) Ad industry icon Gordon Patterson. [#CrimeMustFall](#) <https://t.co/M3JWLT1yzv>...<https://t.co/xpWDTrrroBF>— Yusuf Abramjee (@Abramjee) [July 22, 2016](#) ”

“ RIP Gordon Patterson | <https://t.co/EM8nuT0ulH> via [@Biz_Marketing](#) An icon and a friend— Ann Nurock (@annnurock) [July 22, 2016](#) ”

“ Had the privilege of working with him— a devastating loss to our media industry. [#GordonPatterson](#). It's enough of SA crime.— Nikki Temkin (@NikkiTemkin) [July 22, 2016](#) ”

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