

AMASA Halloween party a devilish success

The Advertising Media Association of South Africa's (AMASA) annual event, this year themed Halloween, attracted the media industry's scariest zombies, vampires, ghouls and mummies to a ghostly party for a cause. 1000 creepy revellers flocked to Thatchers in Lonehill recently to party the night away and raise funds for the AMASA Learnership Programme (ALP).



A phenomenal success, this year's event sold 1000 tickets to the advertising, media and marketing industry to raise funds for the ALP, and collected a bakkie load of toys for the Little Switzerland Children's Home.

After greeting guests with a hair-raising Tunnel of Horror, sponsored by DSTV Airtime Sales, party goers received a bubbling blue broth, compliments of Campus Media, and were sent off to party the night away in the vampish venue.

The Continental Outdoor team was awarded the best dressed team in their 'Continental Committed' patient and psychopath

get-up, walking away with 30 three-month Planet Fitness contracts, while Clyde from Ster-Kinekor and a scary looking ghoul from Red Cherry were the evening's best dressed individuals, and were awarded a Citizen golf caddy bag and a Protea Hotel weekend stay for two.

The evening's entertainment was compliments of Continental Outdoor's DJ Lior from Pristine Moods and a band, appropriately named Twisted, who had the party rocking into witching hour.

Additional sponsorship included entry arm bands, best dressed team prize and champagne sponsored by Primedia Outdoor, NAB's GlamCam photo booth, zombie waiters dressed by ComutaNet, table decor by Image Corp and the smoke machine compliments of Provantage.

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