

## Giving to children instead of clients

In place of a year-end gift to the industry, Mediamark and its agency partners have donated shoes worth R32,000 to 300 underprivileged schoolchildren at the Livhuwani and Tsumbedzo primary schools in Meadowlands, Soweto for the first term of 2015. Mediamark asked agencies to support the effort through its Back to School drive. They responded generously, with some offering donations that went far beyond the request.

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