

CineMARK joins the fight against drug abuse

In recognition of Youth month (June) and the International day against Drug Abuse and Illicit Trafficking (26 June), the Gauteng Department of Social Development used the month of June to spread awareness among 16 to 35 year olds in Gauteng through cinema advertising.

Drug abuse is a huge problem in Gauteng, where more than 3295 people were treated for substance abuse in the latter half of 2006 (this number obviously discounts the large number of drug abusers who did not seek treatment), which is why the department chose to focus so heavily on drug abuse awareness in June 2007.

The department ran 30-second advertisements on CineMARK's digital reels at 16 cinema complexes around Gauteng from late May until early July.

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