

Sho-Sho-Lo-Za Marketing awarded CANSA fundraising event second year running

Events agency, Sho-Sho-Lo-Za Marketing has been awarded the contract for the Cancer Association of South Africa (CANSA) Shavathon fundraising event in 2005.

MD, Noelene Kotschan says, "The event will take place on a national level and will aim to raise R10 million for CANSA awareness. Sho-Sho-Lo-Za Marketing, with CANSA will be responsible for the total event project management and co-ordination of all services and suppliers. Our aim is to double the funds of R5, 6 million raised by the successful CANSA Shavathon held on 2/3 April 2004. We will not attempt to break South Africa's Guinness Book of Record's title, but will still focus on an event where we shave or colour-spray as many heads as possible within a 24-hour period."

Wilhelm de Wet, Director Sustainability of CANSA said, "Thanks to Sho-Sho-Lo-Za Marketing, the CANSA Shavathon 2004 was the most successful fundraising event for the association as yet. We had no hesitation in re-awarding the contract to Noelene Kotschan and her team. With Sho-Sho-Lo-Za Marketing's commitment and passion for the project, as well as increased sponsorship, CANSA looks forward to a bigger and better Shavathon in 2005."

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