

Vodacom launches TV game Show

Vodacom South Africa is set to launch Yebo Millionaires, a television game show open exclusively to Vodacom customers on 18 October 2005. To enter Vodacom customers SMS any nine letters of the alphabet to 32082, the Yebo Millionaires SMS line.

Vodacom customers will have the opportunity to enter the competition from 11 October 2005. All Vodacom customers will receive two free SMS's per week to enter the Yebo Millionaires game show. The first SMS is to play the game and the second one to answer the weekly qualifying question. These SMS's will be loaded every Tuesday morning.

During the TV show, the winning letters will be announced. Customers with a nine letter match win R1 million, those with eight matching letters win R100 000 and for a seven letter match customers will receive a R29 recharge voucher. Prizes include a weekly cellphone give-away and a monthly Ford Focus lucky draw.

Executive Director: Corporate Affairs for Vodacom SA Mthobi Tyamzashe says: "Our new TV game show, Yebo Millionaires is dedicated to our loyal 15,5 million. The new millionaires will benefit from counseling and investment advice that Vodacom will arrange for them through our partner, ABSA."

Part of the proceeds from the Yebo Millionaires game show will be donated to various charity organizations.

For more, visit: <https://www.bizcommunity.com>