

Ultimate musical indulgence



Magnum Gold has joined Big Concerts, M-Net, 567 Cape Talk and Talk Radio 702 to bring South Africa the "ultimate music experience" of international operatic super-group Il Divo. Enthuses Trusha Madhoo, Ola brand manager, "Magnum Gold is the ultimate indulgence and we believe that this concert is also just that, four magnificent singers in a romantic and sensual atmosphere which works perfectly with the Magnum brand. We are also very excited about the fact that we will be doing the draw for the custom ordered gold BMW Z4 Roadster. This will be the culmination to our current on-pack promotion and hopefully all of the keys randomly placed in packs throughout SA will be found before the March 1 concert."

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