

# AMASA's Born in the RSA bash was once again a phenomenal success

Issued by [Owlhurst Communications cc](#)

7 Nov 2003

Thursday 30 October 2003 saw hundreds of media owners, buyers, planners and advertisers celebrating the night away and winning amazing prizes at the annual Advertising Media Association of South Africa (AMASA) event – this year themed as Born in the RSA.

Each year the event seems to increase in success and 2003 was no exception. Loads of exciting prizes and lucky draws were dished out this year with the highlight remaining the awards for the best-dressed individual and group. This year the prize for the best dressed group went to Finance Week, who got in touch with their animal instincts and went as the Big Five, the prize for the best-dressed individual went to Aledore Alley of Beeld, part of the Media 24 group.

The Finance Week team consisting of Cobus Bester, Terry Ashton, Elize Lange, Melanie Burgers and Santosh Dwarikapersadh received R15 000 worth of Sandton City Gift Vouchers while Aledore Alley won free movies for a year compliments of Nu Metro Theatres. Deon Viljoen of Clear Channel Independent won the lucky draw of an overseas trip to the value of ten thousand rand.

Once again the advertising industry delved deep into their hearts and pockets to support the chosen charity – This year Cotlands Baby Sanctuary were the charity of choice and AMASA revelers donated enough toys to fill a small truck! Amandi Matthews representative of Cotlands Baby Sanctuary expressed much gratitude on behalf of the children of Cotlands and reinforced how much the efforts of the AMASA members, is appreciated. Matthews also pointed out that the AMASA toy contribution was one of the biggest received this year.

"On behalf of the AMASA committee I would like to thank all of you who made a contribution to the collection for Cotlands Baby Sanctuary, although only a small contribution we are sure it will make a big difference," comments Karen Bailey, Chairman, AMASA.

"Each year I'm amazed at the effort every single member of the AMASA committee puts into making this event the success it is, but what is even more satisfying is to see the support the members of our industry give this event. Each year we see more and more individuals joining us proving that the AMASA annual event is definitely the best industry event of the year. I would like to extend my thanks to all of you who contributed, and attended. See you in 2004!," comments Dave Frankel, AMASA committee member responsible for organising the AMASA annual event.

## Editorial contact

Owlhurst Communications cc

Karen Wright

Tel: 011 884 2559

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