

Shout's track aims to raise funds for libraries

BBDO South Africa has teamed up with Shout SA to launch a track aimed at raising funds for libraries. The agency conceptualised and produced the Smile music video, which features a host of top local musicians, celebrities and influencers lending their talents to the new track.

Together with Shout SA, Breadline Africa, Architects of Justice, Lead SA and corporate sponsors including Chicken Licken, Pick n Pay and Exclusive Books, the MAL Foundation has opened the doors of seven libraries, changing the lives of over 12 000 township schoolchildren across South Africa.

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