

CTICC Pledges To Donate R72 000 To The Knysna Community



Following the devastating Garden Route fires that destroyed or damaged 1100 homes, and led to seven people's deaths, the CTICC has pledged to donate R72 000 to the community of Knysna.

The CTICC joined its client Real Concerts in donating proceeds of the concert it hosted on Saturday, 10 June. Real Concerts Series with Prime Circle, Just Jinjer and Tailor, reduced the ticket price to the event and announced that the revenue from 1000 tickets (R200 000) would be donated to the Knysna relief fund. The CTICC contributed to this pledge by donating the full venue rental cost to the victims of the Knysna fires.

“As the CTICC, we are truly saddened by the scale of the devastation and loss of life suffered in the Knysna area. It is in times like these that we have to stand together as a community and provide whatever support we can to those impacted by this

tragedy. As a company, that puts social responsibility high on our agenda, we were inspired by the fast action and outpouring of love and sympathy shown by SA's foremost rock bands. We knew this was an important opportunity to combine our efforts with Real Concerts and make a meaningful contribution to assist and support the victims of the fire," said Julie-May Ellingson, Chief Executive Officer at the CTICC.

For the event, Real Concerts used social media platforms to call on support and announce their intention to donate the proceeds from the show to the fire relief efforts. Capetonian fans responded and the event was a sell-out with almost 1500 people attending the concert.

"Real Concerts was delighted to hear that the CTICC joined in our fundraising initiative and donated their revenue of the concert series that we hosted at the centre. Together with the donation made from the sale of the concert tickets and the money donated by the CTICC, we hope that it will help the community of Knysna," said Roddy Quin of Real Concerts.

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