**Media Release**
**ANC gets animated with Mamba Media**

*Seeking to educate the masses on the party's achievements and ongoing investments into the county's future, the ANC has looked to Mamba Media's custom comics for a one month awareness campaign driven in the Daily Sun, leading up to the elections.*

The Primedia Unlimited subsidiary will be creating an animated series to simply demonstrate the positive legacy the ANC has established over the past 14 years of its governance, in the focus areas of housing, education, job creation and economic growth within the country.

The ANC has chosen Mamba Media's creative skills to develop unique, fun and educational characters Vusumuzi, Zanele and Mthambi to illustrate in a comic format, the positive changes set in motion in the country. The cartoon gives the public a glimpse of the characters and how their lives have changed for the better since the party's inauguration.

"Key areas of education include highlighting the long term positive effect of the massive infrastructure investment being undertaken by the ANC to stimulate the economy, create new job opportunities, and build transport, energy and communications infrastructure.

The ANC needed a cleverly animated educational medium to convey its commitment to investing in the bright future of South Africa. We're confident that the Mamba Media inserts will assist in strengthening voter confidence for the upcoming election," says Andrew Kramer, Mamba Media's MD.

S'mile Mkhabela of media agency Mindshare adds "The ANC felt that it was of utmost important to reach a broad base of its voters on a weekly basis. The combined Mamba Media and *Daily Sun* offering is an excellent avenue for the masses to convey powerful messages in a positive, entertaining format. The party were looking for innovative and informative ways to communicate its message, hence the partnership agreement with the Primedia Unlimited subsidiary."

The national campaign runs in the *Daily Sun* every Tuesday from the 17th of March up until the 21st of April.

For more on Mamba Media, visit www.primedia-unlimited.co.za

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