

Tribeca to manage Daredevil Run's PR for fourth year

Hollard has appointed Tribeca Public Relations to assist in raising raise awareness of male cancers by providing public relations support for the ninth annual Daredevil Run, which takes place on 15 March 2019.

The appointment makes it the fourth year Tribeca has been given the responsibility of managing Daredevil Run's PR campaign.

The Daredevil Run highlights the importance of early detection of male cancers, with participants running through the leafy streets of the Johannesburg neighbourhood Parktown, wearing nothing but a purple Speedo.

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