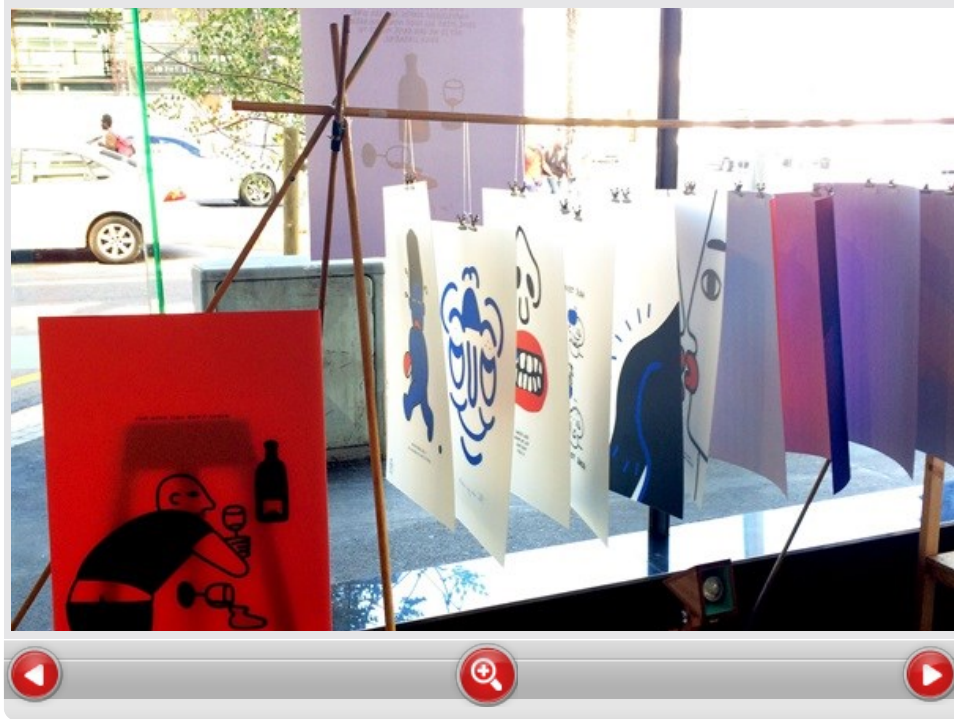


140 BBDO launches third issue of *I Get Paid for This* zine

140 BBDO launched the third issue of its zine, *I Get Paid for This* at First Thursdays on 2 February to an overwhelming response.



The team comments:

Mike Schalit (CCO BBDO SA): More like FirstTHIRSTday, as people soaked it all up, more than parched for a drink as they clamoured for the cool new creations, courtesy of the BBDO *I Get Paid for This* posse who's eclectic range was snatched up and sold out. Thankfully without selling out, as all proceeds went towards BBDO's proactive SEED Library initiative, rolling out at townships schools across SA (nine are already in the bag, and another five are on the cards).

**BTW: It was his birthday :)*

Emma Strydom (Designer 140 BBDO): Experiences like these bring people together. It's super rewarding to work with such a generous bunch, while giving back to those less fortunate.

Alexis Beckett (ECD 140 BBDO): We were so blown away by the response that we decided to do it all again on 2 March, when we'll be liberating another batch of ltd. edition bits and pieces. Once again, the awesome peeps at Dapper will be allowing us to use a space in their venue in Bree Street.

Emma Strydom: Originally we intended to make this a quarterly thing, but it made sense to take advantage of First Thursdays coinciding with Design Indaba and the extra influx of creativity in town.

Adrian Varkel (MD 140 BBDO): I loved watching all the positive energy in the agency as we put our creative talents towards giving back to our community. The support from the Cape Town locals who bought our wares was fantastic. We truly are lucky 'to get paid for this' and I hope we can get more partners and other agencies to start contributing their work and helping to raise more money for SEED libraries.

Read more: [Seeding the First Thursdays creative spirit with BBDO](#)

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