

CineMARK and U2 make Nkosi a haven

The pro bono campaign for Nkosi's Haven, SA's first care centre for mothers and children with HIV/Aids, was screened free of charge in 57 cinemas across the country for six weeks. This thanks to CineMARK's donation of free screen space and internationally renowned rock band U2, who waived usage and royalty rights for the use of their song "Kite" in the campaign by ad agency DDB South.

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