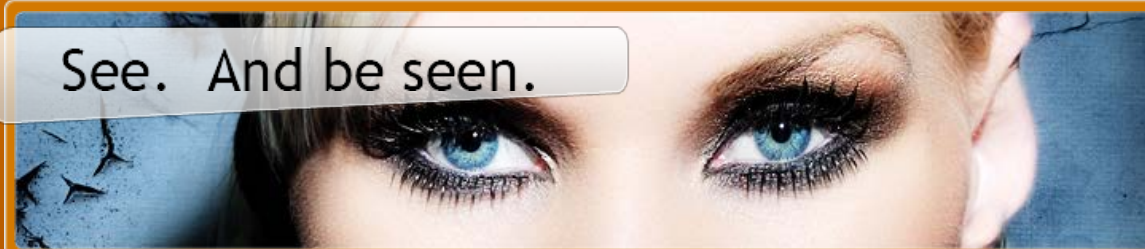


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Game's 45th Birthday Celebrations Take Off
29 Apr 2015



Game is celebrating its 45th birthday! A sky message will be displayed overhead peak hour traffic along main arterials as well as over the catchment areas of Game stores in the Durban, Johannesburg and Pretoria areas.

Game will be accentuating the aerial campaign by implementing Sky Messaging's GeoNotification system, whereby the position of the 174m2 banner is automatically tweeted (at predetermined hotspots) to Game's Twitter handle @game_stores.

Sky Messaging is a licensed Part 135 aerial advertising operator that satisfies all legal requirements set forth by the South African Civil Aviation Authority and Department of Transport."

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