

Is'khokho has arrived



The Is'khokho campaign, which launched in the Sowetan newspaper Tuesday, 10 May, will bring readers a bigger and better paper in the next month, carrying daily supplements and giving away a huge cash prize every Wednesday. Is'khokho is THE man, the most accomplished, the strongest, the most knowledgeable - by personifying Sowetan in this way, the newspaper is aiming to tell readers that Sowetan is a pillar in the community; a trusted voice.

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