

# Great Yellow Brick appoints Tribeca for Lego store launch

The Great Yellow Brick Company appointed Tribeca Public Relations to assist with the launch of South Africa's first Lego Certified Store.

Tribeca Public Relations, who worked closely with The Great Yellow Brick Company, Retroviral and Jawbone to launch the store, was tasked with raising awareness and driving opening sales of the store in Sandton City Shopping Centre.

The 179m<sup>2</sup> store is the first Lego Certified Store in Africa.

For more, visit: <https://www.bizcommunity.com>