

The Havas Village helps security guard get to Comrades

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Havas Communications Group South Africa has helped a local security guard realise his dream about getting to the Comrades Ultra-Marathon.

Msizi Zulu who works for Tactical Reactical Services has always dreamed of running the Comrades Marathon and thanks to a post on the "I Love Parkhurst" facebook group, Havas was able to assist him.

"I am overwhelmed by the kindness that has been shown to me by Havas, I will forever be thankful to them and all those who have helped me," says Zulu.

Lynn Madeley, Havas Southern Africa's CEO said she couldn't help but rally behind Msizi's cause, "At the core of our business, we are about helping outstanding people fulfill their potential," she says.

"When I saw the post on facebook, I knew we had to get involved. This is less about running a marathon and more about seeing the potential in people and being there to help them. And meeting Msizi, who is such a gentle soul, we threw all our resources behind him to ensure he was not only prepared for the run, but had the support he needed to finish it."



Lynn Madeley CEO Havas Southern Africa with Msizi Zulu Comrades Runner

Havas organised running shoes and kit, a heartrate monitor as well as putting Msizi in contact with other sporting experts to ensure his training was on track.

Continues Madeley, "The Comrades is arguably one of the toughest races in the world and so part of our commitment to Msizi was to ensure he was physically fit and mentally prepared for the marathon."

"These days, giving back is good for business. It's a very humbling experience and something that is championed by everyone in the business and I am so proud and ecstatic that Msizi did so well this past weekend. He followed his dream with such passion and commitment," concluded Madeley.

Msizi finished the marathon in 9 hours and 40 minutes, a great finish for a first time participant and such a brilliant way to thank all those who rallied behind him.

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