

Ad agency donates R60 000 for BWA bursaries

The Businesswomen of Tomorrow programme has received R60 000 towards 12 women's bursaries from JWT Johannesburg.

"This initiative exists to harness the potential of young women by economically and emotionally empowering them to make creative, informed life and career choices. Through integrated interventions, the initiative is focused on creating a South African society with balanced female representation in business leadership and increasing their contributions for economic sustainability," says Judy van Dam, MD of JWT Johannesburg.

"This donation gives deserving female students from different institutions R5 000 each to go towards their studies," she concludes.

Sponsors, community stakeholders and the [Business Women's Association](#) drive the Businesswomen of Tomorrow programme.

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