

aHead PR wins Ster-Kinekor Theatre's PR and publicity account

Ster-Kinekor Theatres hired aHead PR for its PR and publicity account. aHead PR will market Ster-Cine Kinekor's Prestige, IMAX, D-Box, Theatre Nouveau and kids' cinema for a year under the deal. This comes as the company recently exited a voluntary corporate rescue process.

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