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CITY PULSE GAUTENG

COMPANY INFO BIZ & EVENTS

MARCH 2025

Trailblazers of Gauteng

Spotlight on Local Entrepreneur: Lufuno Rasoesoe from Tosh Detergents

In this edition of City Pulse Gauteng, we feature Lufuno Rasoesoe, the visionary entrepreneur behind Tosh Detergents. Founded as an economic business initiative, Tosh Detergents was created to address current hygienic and economic challenges while empowering young leaders, creating sustainable job opportunities, and uplifting women in communities.

Lufuno's dedication and impact have not gone unnoticed. She has been recognized with several prestigious awards, including the Best Sustainable Business Award at the Gauteng Small Business Awards and the Innovative Entrepreneur of the Year Award from the Green Business Network.

Her journey is one of resilience, purpose, and determination. Read on as she shares her story, the challenges she's overcome, and her vision for the future of Tosh Detergents.



1. Your mother introduced you to soap-making at a young age. What motivated you to transition from Civil Engineering to launching Tosh Detergents? Growing up, I watched my mother make soap, never realizing that one day, it would shape my future. While studying Civil Engineering, I saw the power of problem-solving, but I also saw a growing need — affordable hygiene products and job opportunities for young people. I wanted to create something meaningful, something that empowered communities while addressing real challenges. That's how Tosh Detergents was born — out of passion, purpose, and the belief that business can be a force for change.

2. The well-known saying, "If you love what you do, you'll never work a day in your life," resonates with many entrepreneurs. How does this sentiment align with your journey as a business owner? I couldn't agree more with that saying. Building Tosh Detergents has never felt like just work — it's been a journey of passion and purpose. Of course, there are challenges, but when you truly love what you do, even the hardest days feel rewarding. Knowing that our products are making a difference and creating opportunities for others keeps me motivated. It's not just about business; it's about impact, and that makes every effort worthwhile.

3. Entrepreneurship demands dedication and hard work. How many hours should aspiring entrepreneurs realistically expect to invest when starting a business, and how many does it take to sustain it over time? When starting a business, be prepared to invest every waking hour into it — entrepreneurship isn't a 9-to-5 job, it's a full-time commitment. In the early stages, I easily put in 12 to 16-hour days, sometimes 24 hours, and simply sleep when a task has been completed. As the business grows and systems are put in place, the workload shifts because of the team you build, but the responsibility never truly lessens. Sustaining a business requires

consistency, smart delegation, and adaptability. It's not about counting hours — it's about commitment, passion, and perseverance. But most importantly getting things done, no matter how long it takes.

4. What marketing strategies and platforms have been most effective in growing Tosh Detergents? Our marketing strategy has been a mix of word-of-mouth, digital marketing, and community engagement. Social media platforms like Facebook, Instagram, and WhatsApp Business have been powerful tools for reaching customers, showcasing our products, and engaging directly with our audience. We've also leveraged local markets, business expos, and partnerships to build brand visibility. Customer referrals have played a huge role—when people love your product, they naturally spread the word. Additionally, collaborating with retailers and wholesalers has helped us scale and reach a wider market. The key has been consistency, authenticity, and delivering a product that speaks for itself.

5. Are there any programs or courses offered by business associations that you have attended or would recommend to entrepreneurs seeking knowledge and guidance? Yes, I've had the privilege of attending a few impactful programs that have shaped my entrepreneurial journey. The NYDA business development program, Township Entrepreneurship Alliance (TEA), InnovationHub incubation programme provided valuable mentorship and funding insights. The Small Enterprise Development Agency (SEDA) also offers excellent training and support for startups. For entrepreneurs looking to sharpen their skills, I highly recommend courses on business management, financial literacy, and marketing — many of which are available through platforms like Johannesburg Business School, GIBS programmes, and various business incubators. Continuous learning is key to business growth, and these programs provide the right tools and networks to navigate challenges effectively.

6. Staying informed is crucial in business. What is your go-to resources for keeping up with industry trends and business insights? Staying informed is essential for making smart business decisions. I rely on a mix of industry reports, networking and digital resources. Platforms like Business Tech, SME South-Africa, and Forbes Africa keep me updated on market trends and economic shifts. I also engage with business forums, networking events, and mentorship programs to learn from other entrepreneurs. Social media, especially LinkedIn and industry-specific groups, is great for real-time insights. Ultimately, surrounding yourself with the right information and people is key to staying ahead in business.

7. Every entrepreneur faces challenges. What are some of the toughest realities of running a business, and how do you navigate them? Every entrepreneur faces challenges. What are some of the toughest realities of running a business, and how do you navigate them? One of the toughest realities of running a business is financial instability — there are times when cash flow is tight, and securing funding can be a challenge. I've learned to navigate this by budgeting wisely, reinvesting profits, and exploring multiple revenue streams. Another big challenge is competition and market penetration. Standing out requires consistency, quality, and strong customer relationships. Word-of-mouth and excellent service have been key in building brand trust. Lastly, the emotional toll—entrepreneurship can be overwhelming, and setbacks are inevitable. I stay grounded by networking with fellow entrepreneurs, continuously learning and reminding myself why I started. Every challenge is an opportunity to grow and innovate.

8. What are the key advantages and challenges of starting a business in Gauteng? Gauteng offers incredible opportunities for entrepreneurs — it's the economic hub of South Africa, with a large and diverse customer base. The province has strong infrastructure, access to funding programs, and business development support from organizations like GEP and SEDFA. Networking opportunities are also abundant, making it easier to form valuable partnerships. However, the challenges are real. High competition means businesses must work harder to stand out. The cost of doing business — from rent to logistics — can be expensive, especially for startups. Navigating regulations and compliance can also be complex. But with the right strategy, resilience, and innovation, Gauteng remains a great place to grow a business.

9. Do you have a favourite inspirational quote that keeps you motivated? Yes, one of my favorite quotes is "Do what you can, with what you have, where you are." — Theodore Roosevelt. This quote reminds me that success isn't about waiting for perfect conditions—it's about taking action, being resourceful, and making the most of every opportunity. Entrepreneurship is a journey of perseverance, and this mindset keeps me pushing forward, no matter the challenges.

10. What is next for Tosh Detergents in 2025? In 2025, Tosh Detergents is focused on expanding our reach and scaling up production to meet growing demand. We plan to introduce new product lines that align with our eco-friendly mission, while continuing to innovate in the cleaning industry. Our goal is to increase our presence in retail and strengthen our partnerships with local businesses and communities. We're also dedicated to furthering our commitment to job creation and empowerment, with a focus on training and supporting more women and youth entrepreneurs. It's an exciting year ahead, and we're determined to make an even greater impact!

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“Get around people that make your amazing look like average”
- Vusi Thembekwayo

The Digital Pulse *with Adèle*

Why Every Small Business Needs a Digital Presence

In today's fast-paced, technology-driven world, having a strong digital presence is no longer optional—it's essential for any small business looking to thrive. Here's why every small business should embrace digital listings, a website, and social media, along with building a broader digital footprint.

Reach a Wider Audience

The vast majority of consumers today search for products and services online before making a purchase. If your business isn't listed on digital platforms, you're missing out on countless potential customers. A website and digital listings allow you to be found by people who are actively seeking what you offer. Without this online visibility, you risk being overlooked in favor of competitors who are easily accessible on the web.

Build Trust and Credibility

In the digital age, having a professional website and active social media presence is vital to establishing credibility. A well-designed website not only showcases your products and services but also conveys professionalism and trustworthiness. Social media platforms, on the other hand, allow you to engage with your audience, showcase customer testimonials, and build a loyal community around your brand. When customers can find information about your business online, they are more likely to trust and choose your services over others.

Increase Accessibility and Convenience

With a digital presence, your business is accessible 24/7, allowing customers to browse products, book services, or make inquiries at their convenience. Having digital listings on platforms like Google My Business makes it easier for potential customers to find you, see your hours of operation, and even view your location. Social media further enhances your accessibility by allowing customers to reach you instantly, ask questions, and stay updated on promotions or new offerings.

Boost Growth and Competitiveness

Incorporating digital tools into your marketing strategy doesn't just help with visibility—it also provides valuable insights. Digital platforms give you access to analytics and customer data that can inform your marketing efforts and help you optimize your strategies. By using these insights, small businesses can stay competitive in an increasingly digital marketplace.

Conclusion

In a world where digital exposure can make or break a business, it's clear: establishing an online presence is crucial for small businesses to grow and succeed. With digital listings, a professional website, and active social media, you can increase visibility, build trust, and engage directly with your customers. Don't let your business fall behind—embrace the digital world and start reaping the rewards today.

For assistance to increase your digital presence contact
Nadia from Company Info www.companyinfosa.biz

Social Media Insights *by Cleoné*



Let's be honest - running a small business in today's world is no small feat. You're wearing multiple hats, juggling everything from operations to sales, and now everyone's telling you that you must be on social media. But where do you even start? And more importantly, how do you make it work without spending all your time glued to a screen?

The good news? Social media isn't just another thing to add to your "to-do" list - it's a game-changing tool that, when used strategically, can grow your business without requiring a massive budget. Whether you're launching a new product, building a loyal customer base, or simply getting your name out there, social media levels the playing field for small businesses and startups.

Five Ways Small Businesses Can Make Social Media Work for Them

1 Choose the Right Platform (Not All Are Created Equal)

Not every platform is worth your time. A handmade jewellery brand will thrive on Instagram and Pinterest, while a B2B consultancy will find more traction on LinkedIn. The key is knowing where your audience hangs out—because shouting into the void on the wrong platform is a waste of effort. Do your research and focus on where your customers already are.

2 Consistency Over Chaos

One of the biggest mistakes businesses make? Posting three times one week, then disappearing for a month. Social media rewards consistency, not random bursts of activity. Whether it's weekly or daily, set a schedule that's realistic and that you can stick to. And don't just post for the sake of it - mix it up with behind-the-scenes content, customer stories, and valuable insights that keep people engaged.

3 Don't Just Post - Talk!

Here's the thing - social media isn't a megaphone; it's a conversation (and the algorithms support this). If all you do is push out content without engaging, you're missing the magic, and losing out on the algorithm. Respond to comments, ask questions, start discussions. The more real connections you build, the more trust (and eventually sales) you'll gain.

4 Let Your Customers Do the Talking

Ever noticed how people trust reviews more than ads? That's because user-generated content (UGC) is the modern-day word of mouth. Encourage customers to tag you in their posts, share testimonials, and highlight real-life experiences with your product or service. Nothing builds credibility faster than happy customers vouching for you.

5 Track What's Working (and What's Not)

Utilise the built-in analytics dashboards on social media platforms. Monitor your post performance to understand what resonates with your audience. Analyze what works and what doesn't, and adjust your strategy accordingly. The key is to keep refining your approach based on data, not guesswork.

Most social platforms come with built-in analytics dashboards use this to your advantage and see what's resonating with your audience and adjust accordingly. Analyse your posts performance, some things will work like a charm, and others... not so much. Learn to understand what works for your brand and audience. If something flops, pivot. If something takes off, double down. The key is to keep refining your approach based on data, not guesswork.

Social media success isn't about accumulating likes and followers; it's about building genuine relationships, fostering brand trust, and ultimately, driving business growth. A smart, strategic approach is all you need.

"once you carry your own water you will learn the value of every drop"
- Anonymous

Thriving in Business - Mental Health with Katherine

Surviving The Demands of the Workplace

Yes, we use the word survive because most people try to survive their workday, go home, and try and survive there as well. What can we do to thrive? Most people will use the word self-care, but the problem is, that people do not understand what that means. When we talk about self-care people think of bubble baths and candles – this is not the case.

Self-care refers to taking care of yourself in a way that works for you, for you to feel like you are pouring from a full cup and not an empty cup. Yes, self-care looks completely different from one person to the next. It is anything you do to keep yourself mentally, emotionally, physically, socially, and spiritually healthy. If you do not prioritize this, you are risking your well-being in all these areas and inviting burn-out.

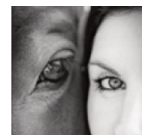
The question you need to ask yourself is: What makes me feel alive? For some people, it is going for a run, for some people it is reading a book, for others self-care is having a coffee with a friend and for others it might be art, pottery, dancing, playing action cricket, netball, soccer. Mostly self-care is to slow down and live, feel, be present and soak in. Self-care is doing something to give your nervous system the opportunity to regulate. Usually after this question comes the reality check and then people in my office respond with: "but I do not have time for this, I have too many things to do". And look, I get it, I get that living in Gauteng takes more from people than what we have to give, I get that most people are trying their best to make a living and to be a mom, a dad, a husband, a wife, a friend, a sister, a brother, a child... so many roles that people need to fulfill on top of work.

Let me just tell you something, if you do not prioritize your health, unfortunately your body will at some stage prioritize it for you with illness, mental health difficulties, relationship losses, depression, anxiety (to name a few) and the worst maybe of all, losing your joy – your joy for life. Being less alive.

Start with one small thing that you add in your day - its intentionality in the beginning. It is just to form a new way of going about your day. Just adding a 15-minute break somewhere during the day where you disconnect from the world, can be a good start. Then answer these questions and start with one a week. When you can manage that, then try to add to that. The important thing with self-care is to create consistency but to also have grace with yourself if a day go pear-shaped because we all know those days do come – and that's okay.

In all of this, you are also important, and you will be a much more productive employee, a way better dad, mom, husband, wife etc. if you do prioritize yourself.

– Katherine



Katherine van Heerden
Psychology Practice

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"Connecting with a horse is a liberating process in itself, inviting us to set aside any preconceived ideas or indoctrinations that we may hold. It can stimulate and encourage us to become our authentic selves, rather than a product of this world's ideology" - Margeret Coates



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The Importance of Pest Control in Gauteng, South Africa

Pest control plays a vital role in maintaining healthy living and working environments, especially in bustling regions like Gauteng. With its warm climate and urban landscape, The province provides perfect breeding ground for various pests such as cockroaches, rodents, ants, and termites. These unwelcome intruders not only pose health risks but can cause significant damage to homes businesses, and infrastructure if left unaddressed.

Ensuring Business Compliance

For businesses in the food, hospitality, and retail sectors, pest control is essential to maintain health regulations and customer trust. A pest-free environment reflects a commitment to hygiene and safety, which is crucial for both reputation and legal compliance. Regular inspections and

treatments can help businesses avoid hefty fines and maintain high standards.

Peace of Mind

Living or working in a pest-free environment brings peace of mind. Knowing your home or business is protected from unwanted invaders it creates a more comfortable and productive atmosphere for everyone. If you're looking for a professional pest control services in Gauteng, Marsh & Co offers expert solutions tailored too residential, commercial, and industrial needs. With over 30 years of experience, they provide reliable and efficient pest management to help keep your space safe and pest-free.

Visit www.marshandco.co.za or contact them on 087 265 4327 for more information



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Fall 2025 Decorating Trends

Embracing Colour with Cleochi Coatings

As the seasons shift, fall brings with it a sense of warmth, comfort, and renewal. This year's fall décor trends are all about blending nature-inspired hues with timeless elegance — and there's no better way to transform your space than with a fresh coat of paint from Cleochi Coatings.

Earthy Tones Take Center Stage

Fall 2025 is all about reconnecting with nature. Expect to see warm neutrals like Sahara Beige, Terracotta, and Rustic Clay making their way into homes. These shades bring a cozy atmosphere perfect for creating inviting living spaces. Cleochi Coatings' Medal Premium Velvet Silk range offers rich, warm tones with a velvet-sheen finish — ideal for bedrooms or lounge walls.

Moody Accent Walls

Deep, dramatic colours are a standout trend this season. Shades like Forest Green, Charcoal, and Midnight Blue add sophistication and make a statement. Pair these bold hues with Cleochi Coatings Water-Based Gloss Enamel for a sleek, modern finish that's both eco-friendly and durable.

Warm Whites & Soft Greys

For those seeking a timeless palette, soft whites like Brilliant White and gentle greys such as Wheat Fields from the Medal Quality Low Sheen Acrylic PVA range provide a crisp yet inviting backdrop. These versatile hues work beautifully in open-plan spaces and smaller rooms, making interiors feel larger and lighter.

Texture for Depth

Textured walls are making a comeback this fall. Consider adding depth to your walls with Cleochi Coatings Textured Paint, perfect for covering hairline cracks while giving walls a subtle, luxurious feel.

Colour Blocking with Natural Tones

A modern twist on classic décor, colour blocking combines two or more complementary shades. Try pairing Castle Stone with Chilled Vanilla from Cleochi's range to create striking feature walls that add visual interest without overwhelming the space.

Eco-Conscious Choices

With sustainability at the forefront, Cleochi Coatings' Low VOC and Lead-Free Paints offer an environmentally friendly solution without compromising on quality. Their Water-Based Gloss Enamel and Medal Premium One Coat ranges ensure a safer home environment with less impact on the planet.

Bring Your Vision to Life with Cleochi Coatings

Whether you're refreshing a single wall or transforming your entire home, Cleochi Coatings offers high-quality, locally-made paint to suit every project. With a stunning selection of on-trend colours and finishes, your fall décor transformation is just a brushstroke away.

For more information, visit Cleochi Coatings on Instagram and discover their full range of paint products.



[cleochicoatings](https://www.instagram.com/cleochicoatings)

Keep Your Lawn Thriving with Lawnmower Clinic Alberton

Summer in Gauteng means plenty of sunshine, weekend braais, and - let's be honest, a lawn that grows faster than you can keep up with. As we head into the final stretch of the season, now's the time to make sure your garden stays in top shape before the cooler months roll in. And who better to help than Lawnmower Clinic Alberton, your trusted garden equipment specialists since 1976?

The Secret to a Great Summer Lawn? Keep Mowing!

During these peak growing months, regular mowing is essential. Keeping your grass at the right height encourages strong roots, prevents weeds, and keeps your lawn looking lush. The golden rule? Never cut more than a third of the grass height at a time - scalping your lawn leads to stress (and not just for the grass).

Speaking of mowing, have you met this season's top-selling outdoor power tool? **The Ride-On Mower (aka Lawn Tractor)** has been flying off the shelves for good reason. Perfect for large gardens, it turns a time-consuming chore into a breeze. If you've ever dreamed of effortlessly cruising across your lawn while getting the job done, this is the machine for you. Plus, let's be honest - it's pretty fun to ride.

Stay One Step Ahead: Lawn Prep for Autumn

While summer lawn care is all about frequent mowing and hydration, autumn calls for a different approach.

As temperatures start to cool, here are a few things you can do to ensure your lawn stays healthy:

- **Gradually Lower Your Mower Blade:** Shorter grass heading into autumn helps prevent disease and keeps your lawn neat. Just don't go too short - your lawn still needs some coverage!
- **Stock Up on Essentials:** Lawnmower Clinic Alberton supplies quality spares, two-stroke oil, and other essential items for basic home maintenance. Keeping these on hand ensures your power tools are always ready for action.
- **Service Your Equipment:** Before packing away your summer tools, make sure they're in top condition. Lawnmower Clinic Alberton encourages customers to bring in their Ride-On Mowers, Brush Cutters, Chainsaws, and more for expert servicing and maintenance.

A Legacy of Lawn Care Excellence Since 1976

Lawnmower Clinic Alberton isn't just another garden equipment supplier; it's a business built on quality, service, and expertise. With nearly 50 years of experience, they've been helping Alberton residents keep their gardens in pristine condition, offering top-tier equipment, repairs, and professional advice. Whether you're after a new Ride-On Mower, a powerful Brush Cutter, or just



some expert guidance, their team is ready to help. So, whether you're tackling the last stretch of summer mowing or gearing up for autumn, trust the experts at Lawnmower Clinic Alberton to keep your garden looking its best. Visit them today to explore their range of high-quality outdoor power tools and lawn care solutions.

Lawnmower Clinic Alberton

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New Redruth, Alberton

Phone: +27 11 907 8484

Email: johan@lawnmowerclinicalberton.co.za

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Community Pulse

Capturing the heartbeat of local initiatives.

Communities Unite for a Cleaner Gauteng

Across Gauteng, communities are coming together to restore pride in their neighbourhoods. From park clean-ups to street beautification projects, these efforts are making a significant impact—improving public spaces, fostering community spirit, and creating a healthier environment for all.

One inspiring example is **PicUp Alberton**, a dedicated group of volunteers tackling litter in public areas, turning neglected spaces into cleaner, safer places. Their work not only enhances the environment but also inspires others to take action in their own communities.

If you want to get involved or find similar initiatives in your area, contact us today, and we'll connect you with local organizations making a difference!



PicUp Alberton link www.facebook.com



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For the love of theatre! News and reviews on live shows and events in South Africa follow SamSays

SamSays For the Love of Theatre

SamSays gives us the inside scoop on what to watch on stage in Gauteng in March, April and May

The Whole Family

The Cirk's Once Upon a Time: Re Imagined – The Cirk – March 2025
Daring aerial acts, live singing, acrobatic routines, fairytale favorites.

Comedy

The Olympic (Alan) Committie's Comedy Gold
– 19 February – 16 March – Pieter Toerien Theatre
Annual brand-new stand-up comedy show

A Doll's Life – A Quarter Life Crisis – 18 – 29 March – Theatre on the Square
Written and performed by Micaela Jade Tucker. Hilarious one-woman show about all the things you don't want to hear at the dinner table

Musicals

Dear Evan Hansen – 15 March – 13 April – Montecasino's Teatro
Spectacular musical and inspiring story of a socially anxious high schooler who inadvertently invents an important role for himself at the centre of tragedy.

Thrill Me – The Leopold and Loeb Story
– 21 March – 13 April – Pieter Toerien Theatre
A modern musical based on the true story of Nathan Leopold and Richard Loeb, the so-called "thrill killers" who committed a murder in 1924 to commit "the perfect crime."

Musical Tribute Shows

Taylor Swift Tribute Show – 17 – 21 April – Joburg Theatre
Fabulous sing-along tribute show

The BeeGees Night Fever – 25 – 27 April – Joburg Theatre
Nostalgic return to the BeeGees disco era

Afrikaans drama and music

Ingrid 'n Vlam in die Sneeu – 9 – 17 April – Centurion Theatre
Vir die eerste keer die intieme liefdesbriewe tussen Ingrid Jonker en André P. Brink op die verhoog met musiek wat as 'n verlengstuk van haar poësie dien.

Kiddies

Diary of a Wimpy Kid – 31 March – 4 May – Theatre on the Square
Musical must-see for kids, families and anyone who's ever survived middle school.

Seussical Jr – 11 March – 21 April – People's Theatre
Fabulous fun-for-all-ages, Broadway musical based on the well-loved books of Dr Seuss.

The Princess and the Frog – 18 March – 14 April – Pretoria Youth Theatre
The timeless story of Tatiana, a determined young woman with big dreams, and her unexpected journey with Prince Nicholas, who is turning into a frog.

Jan en die Boontjierank – 4 – 5 April – Centurion Theatre
Mini pantomime

The Three Little Disco Pigs – 29 March and 3rd April – Centurion Theatre
Packed with humor, wild antics, and toe-tapping disco hits

Drama

The Cry of Winnie Mandela
– 26 February – 23 March – Market Theatre
A powerful play celebrating resilience and strength of women

Bitter Winter – 20 February – 16 March – Pieter Toerien's Studio Theatre
A brand-new Slabolepszy play paying tribute to the legends of SA theatre and the new wave of rising stars.

The Piano Lesson – 26 February – 16 March – Joburg Theatre
Sibling disagreement over the family heirloom captures larger themes like the difficulty of balancing hopes for the future with the suffering of the past.

You Strike a Woman You Strike a Rock – 23 February – 9 March – Joburg Theatre
Women work miracles to ensure the survival and wellbeing of their families at all cost.

Molly Street – 4 – 8 March – Theatre on the Square
Crimes of passion. Sheds light on a story that has lived in Chiredzi, Zimbabwe's memory for over 70 years.

Have you seen Zandile? – 15 April – 2 May – Soweto Theatre
Zandile's story reveals the complexities of love, the pain of broken dreams, and the enduring strength of the human spirit.

Life and Times of Michael K – 27 March – 13 April – The Market Theatre
JM Coetzee's novel adapted for the stage by Lara Foot in collaboration with the Handspring Puppet Company.

My Children My Africa – 29 April – 15 May – Roodepoort Theatre
Athol Fugard's play is a stark and moving exploration of the deep scars and lasting damage caused by Bantu Education during the Apartheid Regime.

Ballet

Dreamscapes – 28 March – 6 April – Roodepoort Theatre
A trio of ballets by Joburg Ballet

Shakespeare

Romeo and Juliet – 30 April – 11 May – Joburg Theatre
Timeless Shakespeare tragedy

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Kibler Park, JHB South

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2	01 MARCH 2025	02 ROUND
3	05 APRIL 2025	03 ROUND
4	03 MAY 2025	04 ROUND
5	07 JUNE 2025	05 ROUND
6	02 AUGUST 2025	06 ROUND
7	06 SEPTEMBER 2025	SEMI-FINALS
8	04 OCTOBER 2025	FINALS
9	01 NOVEMBER 2025	

CRAFTERS FAIR

The Red Roman Shed
Emperors Palace

21 - 23 MARCH

R10 ENTRY FEE
KIDS UNDER 12 FREE

Fri & Sat 9:00 - 18:00 | Sun 9:00 - 16:00

karibugifts@gmail.com / khaya@polka.co.za

OVER 150 EXHIBITORS

+27 72 679 0874
admin@joburgharriers.co.za
www.peaktiming.co.za





CITY PULSE GAUTENG

COMPANY INFO BIZ & EVENTS

City Pulse Gauteng

City Pulse Gauteng is a dynamic digital newsletter designed to connect businesses and communities across Gauteng. We showcase local businesses, highlight exciting events, and provide valuable exposure for brands looking to reach the right audience.

Our goal is to create a vibrant hub where businesses gain visibility and communities stay informed about what's happening around them. Whether you're launching a new service, hosting an event, or simply want to boost your brand awareness, City Pulse Gauteng puts you in front of engaged local readers.

What We Offer:

- Affordable advertising options for businesses of all sizes
- Event exposure to attract attendees and increase engagement
- Targeted exposure to a Gauteng-based audience
- A visually appealing and informative newsletter delivered directly to targeted market
- Quarterly released newsletter

Newsletter PRICING

	Size	CI Price	
Top Billboard	2362 x 337px / 200mm x 28.5mm	R 1,185.00	
Banner 1	1016 x 827px / 86mm x 70mm	R 924.00	
Banner 2	2362 x 337px / 200mm x 28.5mm	R 792.00	
Banner 3	506 x 337px / 43mm x 28.5mm	R 726.00	Logo + Text 30 words
1/2 Page	2362 x 1748px / 200mm x 148mm	R 1,100.00	
Full Page	2362 x 3390px / 200mm x 287mm	R 1,452.00	
per newsletter			

Get Your Business Noticed with Company Info!

Looking to grow your business and attract more local customers? Company Info is your go-to platform for promoting businesses across Gauteng! We connect businesses with their target audience by listing them in specific areas, making it easier for potential customers to find the services they need.

With thousands of residents and visitors searching for businesses and events daily, Company Info offers an affordable and effective way to increase your brand's visibility. Whether you're a small startup or an established business, our platform helps you reach the right people in the right places.

Explore our rate card and choose the listing option that suits your needs. Let's get your business in front of the right audience today!

Monthly STARTER PACKAGE

Monthly Rate per area	R 99.00
- Website Listing	
- FB Page Posts per Category	
- Referrals through enquiries	
- Referrals on FB posts	

Business STARTER PACKAGE

Starter Package per month	R 99.00
- Digital Stationary Package once off	R 600.00
	R 699.00

What We Offer:

- **Website Listings** – Get your business listed on our website under the relevant area, making it easier for potential customers to find you.
- **Social Media Promotion** – Benefit from regular posts on our active social media platforms to increase brand awareness and engagement.
- **Referrals & Recommendations** – We actively connect businesses with potential clients by referring your services to those who need them.

Yearly STARTER PACKAGE

Yearly Rate per area	R 1,150.00
- Website Listing	
- FB Page Posts per Category	
- Referrals through enquiries	
- Referrals on FB posts	

Business STARTER PACKAGE

Starter Package per year	R 1,150.00
- Digital Stationary Package once off	R 600.00
	R 1,750.00