

PinkDrive NPC appoints Koo Govender to its board of directors

PinkDrive NPC, South Africa's largest cancer screening organisation, has added Koo Govender, CEO of Publicis Groupe Africa (PGA), to its board of directors.

Govender's primary goal in her new role will be to make a positive difference in the areas that PinkDrive serves. PinkDrive will be supported by PGA through pro-bono advertising campaigns and media engagement to raise awareness. This relationship utilises PGA's global reach and influence as the world's second-largest communications organisation, with over 100,000 trained individuals working in 100 countries.

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