

## Tuned In Publicity to handle PR for Lusito Land

Tuned In Publicity has been appointed to run with the public relations for Lusito Land, the annual Joburg-based festival held at the end of April every year. The Randburg-based PR company has been tasked with strategically raising the festival's profile across all media platforms as well as developing and implementing an issues management plan.

Lusito Land, which attracts around 160,000 people every year, celebrates the tastes of Portuguese cuisine and has played host to a number of top South African bands including Locnville, Mi Casa and Daniel Baron. All proceeds of the event go to the Lusito School for the Challenged.

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