

ECR Drive duo named hosts of prestigious industry awards

Issued by [East Coast Radio](#)

8 Oct 2018

East Coast Drive presenters, Bongani Mtolo and Mags Westerhof have been selected to host the significant AMASA Awards which celebrate excellence in media planning, innovation and creative media ideas. The Advertising Media Association of South Africa's Awards Ceremony Gala will take place on 10 October in Johannesburg.

AMASA committee member Charlie Wannell says Bongani and Mags are a perfect fit, "The gala event is made up of a mix of marketers, media people and creatives so it was important to get an MC that could impress and hold the attention of such a media sophisticated target market. The theme for this year's event is 'Logic & Magic' so Bongani and Mags really seem to epitomise this with their combined experience in marketing and entertainment, as well as their quirky humour as a duo."



Bongani Mtolo, who holds the title of the Best Afternoon Drive Presenter on commercial radio, says they are honoured, "As the industry Drive show movers and shakers in audio and visual entertainment media, we are stoked to have been selected to host the awards evening."

His co-host, both on air and at the awards ceremony, Mags Westerhof says, "We will bring the flare and the synergy we share daily between 3-6pm on East Coast Radio. Guests can expect bizazz, elegance, style and there will most certainly be a dash of South African humour."

This year's AMASA awards have received a record number of entries and will also be adding *Agency of the Year* to the list of categories.

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