



The Hardy Boys.

A WUNDERMAN THOMPSON COMPANY

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7. Peering cautiously into the darkness, the boys realised they'd have to face their fears and enter the unknown.

To Whom It May Concern

The Hardy Boys is a division of Wunderman Thompson, a global agency within the WPP Group. As an agency we are sensitive to helping ensure that we assist our clients in their purpose driven ambitions by providing resource and strategic guidance to campaigns and initiatives that improves the lives of the people we both serve.

We are aware of, and proud to partner with the DO MORE FOUNDATION who are submitting a proposal to Lego's Build a World of Play challenge with their "Everyone gets to play" model.

"Everyone gets to play" being a collective impact model, leveraging corporate-public partnerships toward sustainable implementation of the National Integrated ECD Policy in South Africa.

We would like to endorse the DO MORE FOUNDATION's proof of concept and vision that "everyone should play, and young children should be a priority".

The Hardy Boys supports the DO MORE FOUNDATION with probono marketing services and is committed to continue to assist the Foundation by leveraging its influence to change things for young children in SA and to enable the Foundation to further assist communities across SA.

We believe that our support of their model will ensure a multiplier effect to the Lego Grant.

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Dale Tomlinson  
CEO



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