

# Statement on the death of Gordon Patterson

Issued by [Amasa](#)

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The Advertising Media Association of South Africa (AMASA) is devastated by the news of the untimely and tragic death of Gordon Patterson.

Gordon has been one of the leading lights in the media industry in South Africa and his passion for media, and indeed for life, is mirrored in his unstinting and selfless service to the industry for over three decades. Uncompromising in his business principles and unmatched in his desire to share his knowledge with newcomers to the industry, without thought of personal reward, Gordon has left an indelible impression on the advertising and media industry.

We his colleagues and friends, extend our deepest sympathies to his wife Sonja and his family at this time of loss.

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The Advertising Media Association of South Africa's primary focus is the education of people with an interest in the media, marketing and advertising industry.

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