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BREAKING NEWS

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## Advertising guru, Sesan Ogunro, murdered in Lagos

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BY LEKE ADESERI, South-West Editor

LAGOS — Marketing communications guru, Mr. Sesan Ogunro, has been shot dead. Ogunro, Managing Director, Eminent Communications, was shot Sunday night at Alausa Central Business District, Lagos, by unknown gunmen in the presence of his wife and children.

([http://dvsl3w2q45hb8.cloudfront.net/wp-content/uploads/2013/12/Assassinated\\_ogunro.jpg](http://dvsl3w2q45hb8.cloudfront.net/wp-content/uploads/2013/12/Assassinated_ogunro.jpg))

According to reports, Ogunro was returning from a special Christmas service programme which he chaired when the gunmen stopped his car and demanded for the keys.

Though he didn't resist their order, yet one of the assailants shot him. He died few minutes later before help could come. He was in his late 50s.

Senator Babafemi Ojodu, a friend of the deceased, confirmed the death, saying: "It is true, so sad."

Contacted, the Divisional Police Office at Alausa, Ajao Adewale, a Chief Superintendent of Police, confirmed that a man was shot at 10.20 p.m., Sunday, at Alausa. He added that his vehicle was snatched by his attackers.

"We don't know him but we have commenced investigations into the attack," he added. The atmosphere at his home on Atinuke Ologunde Crescent, Ogudu GRA, Lagos was filled with gloom as sympathizers trickled in to condole with his widow.



None of them nor family members was willing to speak on the tragedy. The Ekiti State-born Ogunro was one of the pioneers of advertising practice in Nigeria.

#### Fayemi mourns

Meantime, Governor Kayode Fayemi of the Ekiti State has expressed shock at the killing of Ogunro who is also the Chairman of the Board of the Broadcasting Service of Ekiti State.

Fayemi in a statement by his Chief Press Secretary, Mr. Olayinka Oyeboode, said Ogunro's murder had broken the hearts of the people of the state whom he served diligently in his lifetime.

The governor said Ogunro was a thoroughbred Ekiti son, a professional who identified with his people wherever he found himself.

He urged all relevant security agencies to work hard and ensure that the killers of the BSES boss are brought to justice within the shortest possible time.

The governor, who has since paid a condolence visit to the family of the late Ogunro in Lagos, yesterday, said those who cut down the Ekiti shining star must not be allowed to get away with the crime.

He said Ogunro had contributed immensely to the development of Ekiti State in the area of economic empowerment of Ekiti indigenes and through useful advice that assisted in taking the state to greater heights.

Fayemi wondered why a harmless person like Ogunro could be killed in cold blood, saying his administration would do everything possible to assist security agencies in bringing his killers to book.

He said: "We are appalled and shocked by this gruesome murder of an Ekiti shining light who was a role model to the young generation.

"He believed in hard work and rose to the pinnacle of advertising and marketing communications.

"His sterling qualities inspired our administration to appoint him as the chairman of the state broadcasting service and turned around the fortunes of the corporation within the short time he held office.

"This is a monumental loss for the government and people of Ekiti State and we urge security agencies to do everything humanly possible to bring the perpetrators of this dastardly act to justice."