

Cointreau Creative Crew moves out of Europe, launches in SA

As part of its worldwide philanthropist programme, Cointreau is launching the official Cointreau Creative Crew initiative in South Africa, where its R100,000 Grant Scheme will encourage champion women creatives to make their dreams a reality. South Africa is the first country outside of Europe to experience the initiative, after its launch last year.



The Cointreau Creative Crew is made up of influential game-changer women that are independent, chic and fabulous. It will develop an exclusive communication platform with the sole purpose of empowering women. Creatives within the art, music, design, film, food or even cocktail industry can apply for the grant. The programme is open to all creatives who have a dream they want to materialise: whether it is launching a clothing line, opening a restaurant, becoming a professional photographer or filmmaker.

The Cointreau Creative Crew grant scheme grand finale will take place early next year, where the grand jury will meet with the ten finalists in person, before crowning the winner of the R100,000 grant scheme, according to the #dreamdarecreate criteria.

- Dream: how ambitious, avant-garde and authentic are you?
- Dare: how innovative and driven are you?
- Create: the quality of your presentation and the quantity of elements created to make your dreams come true.

For more information, go to <http://creativecrew.cointreau.com>.