

Shaw to handle *Shores*

Shaw Media, the media and communications agency headed up by former *heat* magazine editor-in-chief Melinda Shaw, has signed up to manage the publicity for an unscripted drama series soon to launch on DStv - *Clifton Shores*.



[Clifton Shores](#), was shot on the beaches of one of South Africa's most coveted suburbs last year, and was created by entrepreneur Quinton van der Burgh, who makes an appearance as himself in the show.

While the name may suggest a link, there is no similarity to *Jersey Shores*, says Shaw, who left *heat* magazine in March to start Shaw Media. "*Clifton Shores* is more along the lines of *The Hills*," she says. It follows the lives of four beautiful American girls who come to South Africa for the summer to work for a demanding billionaire boss in the events and hospitality arm of his company, Quintessential. "Expect high drama," says Shaw.

The series was funded entirely by Van der Burgh, who enlisted the help of Hisham Abed, director of American hit series *The Hills* and *Laguna Beach*, to direct the first four episodes, the first of which will kick off at 2100 on 21 August on Vuzu, home of *Glee* and *Gossip Girl*.

For more, visit: <https://www.bizcommunity.com>