

Cinemark Young Lions competition attracts record entries

The 2014 Cinemark Young Lions competition closed with a record-breaking number of registrations, with 111 teams now preparing their best work over the next 48 hours.

The South African winners will jet off to Cannes come June to rub shoulders and to compete with the advertising world's best of the best at the Cannes Lions International Festival of Creativity.



The young creatives have now been briefed to produce a film advert to support the Independent Electoral Commission (IEC) I VOTE SA (IXSA) campaign. I Vote South Africa (IXSA) is the theme of the 2014 National and Provincial Elections campaign.

It is a call to all eligible South Africans to commit to the future of South Africa by ensuring that they register and vote in the upcoming elections. The campaign also underlines the fact that these elections will mark the 20-year anniversary of South Africa's electoral democracy.

The winning entry will be announced on 25 March, screened at Ster-Kinekor theatres across the country and placed on YouTube. For the latest updates on Cannes Lions local news and the Cinemark Young Lions competition follow Cinemark on Twitter [@Cinemarksk](https://twitter.com/Cinemarksk).

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