

SABC, Media24 sign on as major sponsors for Loeries 2006

In a major move which will bring the very best in local advertising, communication and design into the homes of millions across South Africa, the organisers of the annual Loerie Awards have announced a partnership with national broadcaster SABC. In a related development, Media24, Africa's biggest publishing group, has committed to partner the Loeries for at least another three years.

The 2005 awards weekend was held for the first time last year in Margate, KwaZulu-Natal, in October. This year, the awards have been moved forward to September to try make better use of the fickle South Coast weather, and although not officially confirmed yet, it is pretty certain that the awards will be back at Margate.

Commenting on the agreement with the SABC, the Loerie Awards' Managing Director, Andrew Human, said the broadcast would have a major presence at this year's Loeries award ceremony, to be staged in September.

"As the public broadcaster, the SABC will use its extensive electronic media footprint - including radio and television - to bring the Loeries to the people. This is inline with the Awards' stated objective of fostering creative excellence and making advertising more accessible to all of South Africa's communities."

Mark Jakins, Chief Executive: Commercial Enterprises of the SABC said: "Our role as the Public Broadcaster is to assist the transformation of creative strategy to an environment embracing diversity, heritage, and true South Africanism - including the recognition of Industry excellence. We depend heavily on the support of marketers and advertisers to fund the SABC, well as creative excellence in the delivery of language marketing to South African citizens. Through our involvement we intend partnering with the Loeries Committee, (utilizing) our platforms of Television and Radio, to make this year's Loeries build-up and event bigger and better than ever before."

Both Media24 and the SABC will partner with The Loerie Awards during the full year ahead.

SABC will commence their involvement at Design Indaba 2006, which commences on 22 February in Cape Town at the Cape Town International Convention Centre. The Loerie Awards Travelling Exhibition will be hosted here by the SABC, and winners from 2005 will be on display.

Sarel du Plessis, Senior General Manager, Media24 remarked: "We are proud to once again be associated with The Loerie Awards, as its high standards, creativity and professionalism echo those of Media24. We see a long and mutually beneficial relationship ahead, one that will benefit the communication industry, the media industry, marketers as well as consumers."