

## 2012 Cannes Lions Winners Reel Screening

Cinemark, cinema marketing experts, recently hosted the 2012 Cannes Lions Winners Reel Screening at Ster-Kinekor Cedar Square, Fourways. The exclusive event saw invited guests from valued clients, media and top industry players.



Ster-Kinekor Cedar Square's foyer was transformed to a cocktail lounge of luxury with silverware, flowers and candlelight. Guests were entertained by 11 year old Cleo Filander, South Africa's singing sensation who first wowed audiences on "SA

Got Talent" and who captured the eye of Virgin Atlantic boss, Sir Richard Branson (who asked her to sing at his daughter's wedding), and Taryn Sudding, gifted local actress and songstress.

Delicious canapés and cocktails were served before the guests were ushered into the cinema to be welcomed by host Ryan Williams, Executive Head Sales Cinemark. Guests were treated to a screening of the best creative advertising film work that the advertising industry has produced around the world this year direct from Cannes Lions 2012.

Special thanks to the event sponsors Range Rover, Maria Garcia, MAC and GHD.

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