

# Creative Future Scholarship open for Western Cape students

The Creative Future Scholarship, run and funded by the Loeries, is open for applications from Grade 12 learners in the Western Cape Province, who come from a disadvantaged background, to study at the AAA School of Advertising in Cape Town. Entries close on 20 June 2014.

The opportunity to complete a tertiary level education is often restricted by financial means, so the Loeries initiated the Creative Future Scholarship, as a way to invest in South Africa's future creative professionals. R30 from each entry into the Loeries is donated towards the scholarship.



## Selecting a young creative

"The Loeries scholarship is unique in that we go to high schools, seek out talented learners and, through the scholarship programme, bring them into the creative economy," says Andrew Human, CEO of the Loeries.

"The selection process is really tough, with a first round to get a shortlist and then a final, full-day session, including an interview with a panel to select the final winner. It's a bit like survivor for creatives."

## Creating opportunity

The scholarship covers everything to assist the student - fees, study materials, accommodation, living and travel expenses. In addition, it offers mentorship, internship and employment in the communications industry.

Unlike other education funds, this programme goes to high schools across the country, builds awareness and seeks out talented individuals. Through this process, learners who would otherwise be unaware of the opportunities available are brought into the creative industry.

Guidelines and entry forms can be found at [www.loeries.com](http://www.loeries.com).

### For more:

- Bizcommunity search: [Loeries](#)
- Official site: [www.loeries.com](http://www.loeries.com)
- Google News search: [The Loeries](#)
- Twitter search: [Loerie Awards OR "The Loeries" OR Loeries2014 OR "Loerie Awards 2014"](#)
- Facebook: [The Loeries page](#)
- Twitter: [@loeries](#)