

Anthea Lackay is the new Creative Future Scholarship beneficiary

The Loerie Creative Future Scholarship has been awarded to Anthea Lackay, a Grade 12 learner from the Good Hope Seminary High School in the Western Cape. She formally received her scholarship, a three-year BA degree in Creative Brand Communication at the AAA School of Advertising in Cape Town, in front of her fellow students and teachers at her school this week.



[click to enlarge](#)

The Creative Future Scholarship provides a full learner support system, including fees, study materials, accommodation and living expenses. In addition, it offers mentorship, internships and employment in the communications industry on completion of the course.

Ludi Koekemoer, head of AAA School of Advertising says, "The school is owned by the professional body of the advertising industry, the Association for Communication and Advertising (ACA) and is a leading ad school in South Africa. We are delighted to be a partner in the Loeries Creative Future Scholarship and welcome top talent to study at the Cape Town campus next year. We believe that by contributing three year's tuition fees, worth R200 000, the scholarship will not only help this young woman excel in this exciting industry but will aid transformation in the brand communication industry as a whole."

Seeking out talented individuals

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.

Councillor Grant Pascoe, mayoral committee member for tourism, events and marketing in the City of Cape Town says, "Cape Town is a city of great creativity. It is for this reason we are a major partner of The Loerie Awards, hosting it in Cape Town. One of the Loeries legacy projects, giving a generous scholarship to worthy school-going youth to further his or her education in the area of creative communications, is especially important to Cape Town as it strives to be a city of opportunity."

"A passport to a better life"

"Winning the Creative Future Scholarship is really something special. It provides a platform where I can better myself, my family and my community," says Lackay. "It will grant me a passport to a better life, as the experiences and lessons that I will learn whilst studying will be immeasurable. Winning the scholarship is confirmation that I have what it takes to make it in the competitive world of advertising."

This year, R30 of every entry into The Loerie Awards went towards the funding of the scholarship and Tempest, the official car hire partner of the Loeries, will donate 10% of the value of all Loeries bookings that were made during the Creative Week period.

The scholarship has already given four talented students the chance to turn their dreams into reality. For more, go to www.theloerieawards.co.za.

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