

Bumper year for Eagles entries

The Eagle Print Awards has registered a record 401 entries, doubling last year's submissions and recording the highest number of entrants in the history of the competition, according to organiser The Independent Newspapers Company (The Inc). This comes after the deadline was extended by a week, due to numerous requests from advertising agencies.

The Eagle Print winners awards will be announced at a cocktail function tomorrow, Tuesday, 17 October 2006, at Atlas Studios. The awards evening will be preceded by breakfast presentations and an exhibition The One Show, the advertising industry's most prestigious international print awards.

The Cape Town breakfast presentation took place at The Vineyard Hotel today, Monday 16 October, and the Johannesburg breakfast will be held at the Johannesburg Country Club tomorrow, Tuesday 17 October.

The Inc's marketing and promotions manager Margaret Ndawonde says the response from the industry has been exceptional and expectations of a Black Eagle are high.

The Campaign category has attracted the highest number of entries with 153, followed by Product with 86 Corporate 51, Students 47, Best Tactical Use of Medium category 34, and Public Service and Charity 30.

The Inc founded the Eagles Print Awards more than 10 years ago, aimed at promoting and developing exceptional print advertising in South Africa. Every year print campaigns are judged according to six categories: Corporate; Product; Campaign; Public Service and Charities; Best Tactical Use of Medium and Student.

Bookings can be made online at www.eagleawards.co.za or contact Margaret Ndawonde on +27 (0)11 634 7100.