

Loeries weekend date change

The 31st anniversary of The Loerie Awards will depart from its traditional Saturday and Sunday timetable; this year's festival weekend runs 24 - 26 September 2009 in Cape Town. With Yom Kippur, the Jewish Day of Atonement, starting on the evening of Sunday 27 September, the awards ceremonies will take place on Friday and Saturday nights.

By [Tshepiso Seopa](#) 29 Jan 2009

“While this is a departure from the traditional Saturday and Sunday awards, we were not able to host the awards on an alternative weekend and feel that this is the best solution. Since Thursday 24 September is a public holiday, people will be able to travel to Cape Town a day earlier,” explains Andrew Human, MD of The Loerie Awards.

No price increases

Despite the difference in venue and date, none of the events leading up to the awards has been changed. Call for entries will begin in March and end in May, and there will also be no increase on entry price nor admission tickets. Last year, there was a 15% increase of entrants, roughly 3400 entries were received and over 5000 people attended the festival weekend in Margate.

According to Human, Good Hope Centre is purpose-built for an event such as the Loeries - seating capacity for both nights will increase, and the organisers will be able to pay more attention to organising the event rather than the infrastructure.

Ads24 a major sponsor

Another change is that Media24 will not be a major sponsor this year but Ads24 will, as a trade brand.

“Ads24 is proud to be one of the sponsors of The 2009 Loerie Awards. In keeping with our philosophy of matching the right brand to the right market, we feel that Cape Town will be a great venue for this specific target market, and that the 2009 event will be a ‘Mother of a Paartie’,” says Tiaan Ras, head of Market Intelligence at Ads24, the national sales and trade marketing division for Media24 Newspapers.

ABOUT TSHEPISO SEOPA

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