



# Two Loeries features on SABC1

SABC1 will air a 30-minute Loeries special feature on TV show Selimathunzi on Wednesday, 6 October 2010, at 6pm. The [Loeries](#) will also feature on SABC1's Spirit Sundae on Sunday 7 November at 11am. The SABC is a major sponsor of the Loeries.



Variety show Selimathunzi follows the lives of celebrities, as well as covering major events around the country. The show will be introduced to viewers in its new Wednesday timeslot, with new elements in the form of a brand new look and feel and new imaging.

Spirit Sundae is light-hearted infotainment magazine show which interviews interesting and inspirational guests about their motivational and heart-warming stories, often reflecting on life-changing moments, trials and tribulations and spirituality. This episode will focus on advertising and how it can be used to spread positive messages and hope. The show will look into how advertising can help religious and value-driven projects.

Special guest Boniswa Pezisa, new chair of The Loerie Awards and Net#work BBDO group executive director, will discuss the Loeries Ubuntu Award. This award was introduced in 2010 to recognise brands contributing to positive social and environmental change.

The first recipient of the Gold Ubuntu Award was Levi's Red 4 Life - a campaign put together by Matchboxology for HIV prevention. Four Bronze Loeries were also awarded for the following campaigns: Y&R - Umshini Wakho, Net#work BBDO - Shout, Ogilvy Johannesburg - KFC, and Net#work BBDO Cape Town - Dreamfields.

## For more:

- Bizcommunity special section: [The Loerie Awards](#)
- Bizcommunity search: [Loerie](#)
- Bizcommunity: [Twitterfall](#)
- Loeries site: [www.theloerieawards.co.za](http://www.theloerieawards.co.za)
- Loeries Twitter: [@loeries2010](#)
- Loeries Twitter Search: [Loerie OR Loeries OR Loeries2010](#)
- Google News Search: [Loerie](#)
- Facebook: [The Loerie Awards page](#)

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