

## Public votes on Vuka! Awards

The 200 entrants to the 2010 M-Net [Vuka! Awards](#) have been reduced to 28 finalists and the company is now encouraging the public to vote for its favourite charity advert through an SMS competition, closing on 25 November 2010. The proceeds raised from the SMS line will be donated to the winning charity or cause.



These awards encourage the film and advertising industry to reach out and make charity adverts or PSAs (Public Service Announcements) on important social issues. These adverts help charities and NGOs get exposure while offering newcomer filmmakers a chance to get their creative talents spotted by advertising agencies and production companies.

"It's important that the awards do not exist in a vacuum. This annual campaign is about reaching people's hearts and minds as we seek to help the many organisations who work tirelessly making South Africa a better place for all. The feedback from viewers is essential to us and the SMS competition is the most direct and speedy method we have of gauging the success of each PSA," explains Koo Govender of M-Net.

Go to <http://vuka.mnet.co.za> and follow the link to the Viewers Choice competition.